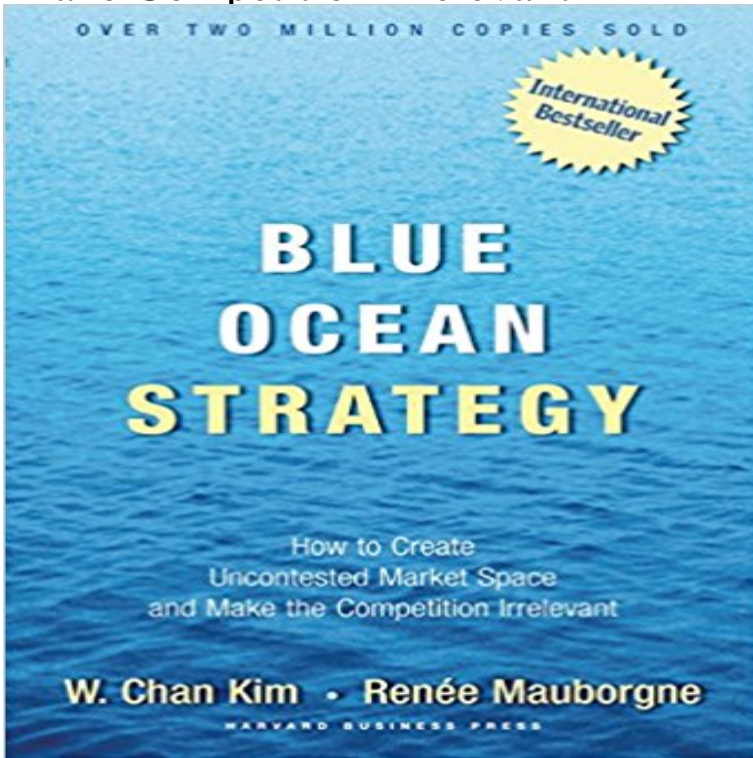


Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant



Written by the business world's new gurus, Blue Ocean Strategy continues to challenge everything you thought you knew about competing in today's crowded marketplace. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renée Mauborgne argue that lasting success comes from creating blue oceans: untapped new market spaces ripe for growth. And the business world has caught on - companies around the world are skipping the bloody red oceans of rivals and creating their very own blue oceans. With over one million copies sold worldwide, Blue Ocean Strategy is quickly reaching must-read status among smart business readers. Have you caught the wave?

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