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Today, every industry faces the challenges of rising costs, intense competition, and rapid changes. A “red ocean” is a saturated market where organizations must compete to survive. A “blue ocean” is a market with little/no competition. Book

Summary - Blue Ocean Shift : Beyond Competing

On the other hand, a fair and thorough reading of Blue Ocean Shift will reveal a systematic approach and guidelines for competing more effectively in existing markets, creating whole new markets, and helping your organization create an innovation approach tailored to its strengths and unique opportunities.

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BLUE OCEAN SHIFT is packed with all-new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book.

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