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BLUE OCEAN STRATEGY: HOW TO CREATE UNCONTESTED MARKET SPACE (PAPERBACK)



Macat International Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English. Brand New Book. In Blue Ocean Strategy, W. Chan Kim and Renee Mauborgne tackle the central problem facing all businesses: how to perform better than your competitors? Their solution involves taking a creative approach to the normal view of competition. In the normal framework, competition is a zero-sum game: if there are two companies competing for the same market, as one does better, the other has to do...

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- Released at 2017



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