

[BLUE OCEAN STRATEGY KIM](#)



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Blue Ocean Strategy ist eine Methode zur Entwicklung dauerhaft profitabler Geschäftsmodelle aus dem Bereich des strategischen Managements: Grundgedanke ist, dass nur durch die Entwicklung innovativer und neuer Märkte, welche der breiten Masse der Kunden bzw.

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W Chan Kim Co Author of Blue Ocean Strategy Blue

Photo Gallery. W. Chan Kim is The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France (one of the world's top business schools) and Co-Director of the INSEAD Blue Ocean Strategy Institute.

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Blue Ocean Strategy Blue Ocean Shift Create Blue

Blue Ocean Strategy & Blue Ocean Shift is about creating new market space and making the competition irrelevant. It is a roadmap to move you, your team, and your organization to new heights of confidence, market creation and growth.

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Blue Ocean Strategy Wikipedia

Blue Ocean Strategy is a marketing theory from a book published in 2004 which was written by W. Chan Kim and Ren e Mauborgne, professors at INSEAD.

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Business Development Die Blue Ocean Strategie

Die Blue Ocean Strategie, entwickelt von W. Chan Kim and Renee Mauborgne, ist ein Instrument im Business Development. Die Grundidee der Blue Ocean Strategie ist, dass Unternehmen keinen Konkurrenzkampf in stark umkämpften Märkten (Red Ocean) suchen, sondern neue Märkte (Blue Oceans) schaffen und den Kunden innovative Produkte anbieten.

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Blue Ocean Strategy Expanded Edition How to Create

W. Chan Kim and Ren e Mauborgne are Professors of Strategy at INSEAD and Co-Directors of the INSEAD Blue Ocean Strategy Institute. They are the authors of Blue Ocean Strategy, which has sold over 3.5 million copies, is being published in a record-breaking 43 languages, and is a bestseller across five continents.

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Blue Ocean Strategy by W Chan Kim and Ren e Mauborgne

Competing in overcrowded industries is no way to sustain high performance. The real opportunity is to create blue oceans of uncontested market space.

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