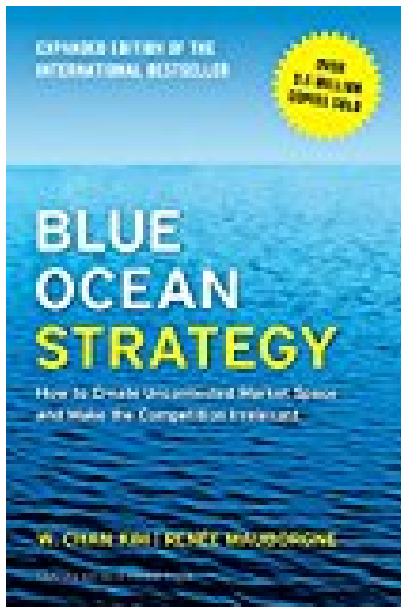


Blue Ocean Strategy Expanded Edition How to Create Uncontested Market Space and Make the Competition Irrelevant



BOOK DETAILS

- Author : W. Chan Kim
- Pages : 320 Pages
- Publisher : Harvard Business Review Press
- Language : English
- ISBN :

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