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Innovate your way to success and push your business to the next level! This book is a practical and accessible guide to understanding and implementing blue ocean strategy, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Distinguish between the two different types of markets: "red oceans" and "blue oceans";
- Use innovation to create your own market, where the opportunities for growth are endless;
- Attract new customers that weren't accessible until now

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