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It is a precise, actionable plan for changing the way companies do business with one resounding piece of advice: swim for open waters. Written by the business world's new gurus, "Blue Ocean Strategy" continues to challenge everything you thought you knew about competing in today's crowded market place. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renee Mauborgne argue that lasting success comes from creating 'blue oceans': untapped new market spaces ripe from growth. And the business world has caught on - companies around the world are skipping the bloody red oceans of rivals and creating their very own blue oceans. With over one million copies sold world wide, "Blue Ocean Strategy" is quickly reaching "must read" status among smart business readers.