

# Blue Ocean Strategy



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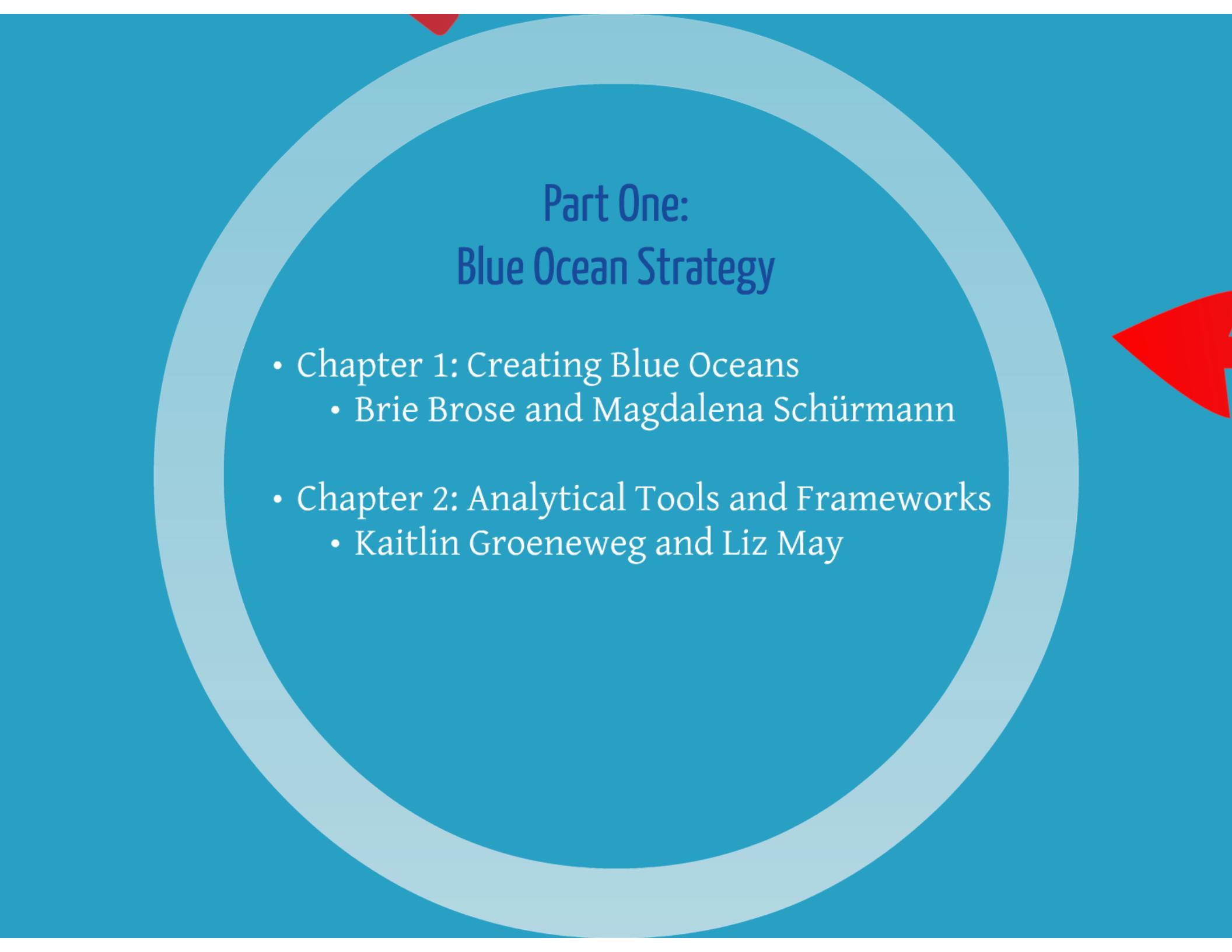


# **Blue Ocean Strategy**

Part I: Blue Ocean Strategy

Part II: Formulating Blue Ocean Strategy

Part III: Executing Blue Ocean Strategy



## Part One: Blue Ocean Strategy

- Chapter 1: Creating Blue Oceans
  - Brie Brose and Magdalena Schürmann
- Chapter 2: Analytical Tools and Frameworks
  - Kaitlin Groeneweg and Liz May