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# IS MARKETING THE SOURCE OF "BLUE OCEAN" STRATEGIES? : THE LIMITED VALUE OF "BLUE OCEAN" STRATEGIES IN STRATEGIC DEBATES OF COMPANIES



GRIN Publishing Jul 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Massachusetts Boston, language: English, abstract: In the competitive world of business, any organization has to evolve different strategies to strive hard to achieve its goal and be there in the competition. Organizations identify, plan and manufacture products and provide services, so that it doesn't face stiff...

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- Authored by Barrack Kennedy
- Released at 2014



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