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Lire des ebooks La stratégie Océan bleu Pierre Pichère PDF, ePub, mobi, Lancer son affaire, ou en revoir la stratégie, vous confronte d'emblée à un dilemme : soit vous choisissez de vous positionner sur l'espace connu du marché, de plus en plus concurrentiel, ou vous vous affichez comme un précurseur en innovant et en créant votre propre espace, où la concurrence est faible, voire inexistante dans un premier temps. La stratégie Océan bleu, qui nomme ces deux environnements « océan rouge » et « océan bleu », marque nettement sa préférence pour la création d'un nouveau marché, où les opportunités de croissance sont plus nombreuses.

Devenez incollable sur la stratégie Océan bleu en 50 minutes et découvrez pourquoi et comment vous déplacer d'un océan rouge saturé vers un océan bleu encore libre de concurrence !

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