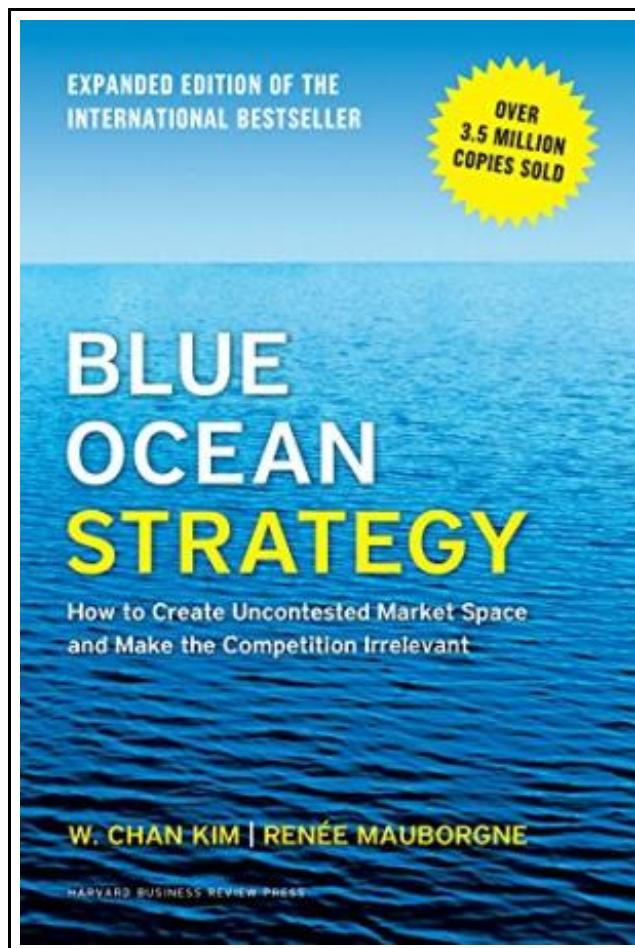


# Blue Ocean Strategy, Expanded Edition How to Create Uncontested Market Space and Make the Competition Irrelevant



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## BLUE OCEAN STRATEGY, EXPANDED EDITION HOW TO CREATE UNCONTESTED MARKET SPACE AND MAKE THE COMPETITION IRRELEVANT

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