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patterns, whether blue oceans were created in for-profit industries ...Blue Ocean Strategic Moves | Examples & Case Studies ...The Blue Ocean Team shares case studies, stories and practical insights related to the blue ocean tools and principles developed by Chan Kim and Renée Mauborgne. Our blog is there to help you 'shift your mindset, go beyond competing, and create your own blue ocean', whether in business, government, or personal life. A Case Study - Blue Ocean Strategy & Blue Ocean Shift HubSpot Blue Ocean Strategy Case Study I used their framework/4-questions to create a draft of how we think about the Customer Managed Relationships (as opposed to CRM) marketplace. HubSpot, an Internet Marketing company, is targeting a non-consuming market (small businesses only) vs. targeting companies who already have information technology tools in place. Blue Ocean Strategy: A Small Business Case Study This case study is about the transformation of government service delivery in the New South Wales (NSW) state government of Australia

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A NETFLIX AND ITUNES CASE STUDY RESEARCH ON BLUE OCEAN STRATEGY Instructor Marko Forsell, Ph.D. (Econ.) Pages 35 + 2 Supervisor Marko Forsell Ph.D. (Econ.) The objective of the thesis was to present different schools of strategy and the blue ocean strategy in particular.

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