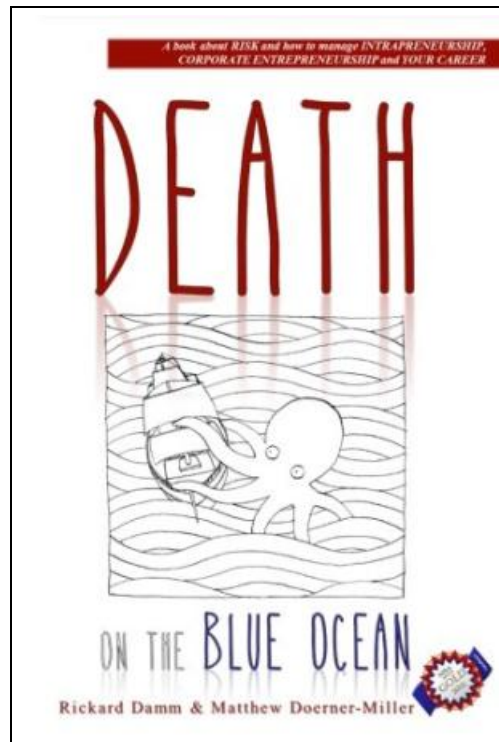


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Reviews

It is in a single of my favorite pdf. Yes, it is engage in, still an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Dr. Keeley Windler)

DEATH ON THE BLUE OCEAN (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Tim Kirby (illustrator). Language: English . Brand New Book ***** Print on Demand *****. I can't remember the last time I laughed out loud while reading subject material like this - this is a highly entertaining business book. Rachel - Editor Being a startup in a Blue Ocean is rarely a winning concept. By trying to develop a new market while at the same time as also trying to create a new and novel technology to answer the question nobody yet has asked, you are in for a rough ride. But large companies have enough muscle to handle both market and technical risk, right? All you need to do is to adopt the entrepreneurial models and frameworks preached by the high priests of Silicon Valley. Models such as Business Model Generation by Steve Blank, Alexander Osterwalder et al. At the same time, if you develop your prototype according to the principles of the Lean Startup where Eric Ries is the poster child, you should be ok, right? And with all this talk of Blue Ocean Strategies, all I need is a huge underserved market to jump into? But wait! Why is it that even when adopting an entrepreneurial mindset and strategizing market entry principles ad nauseam, the rate of failed ventures within large companies continues to reach new alarming heights? What if, outside of market and technical risk, there is another dimension of risk? A dimension of risk, the ThirdRisk(R), which has been forever lurking in corporate boardrooms and office corridors. A dimension of risk that gets the best of ventures killed and the most moronic of managers their very own corner office. This book is meant to act as a guide for budding corporate entrepreneurs, innovators and managers....



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