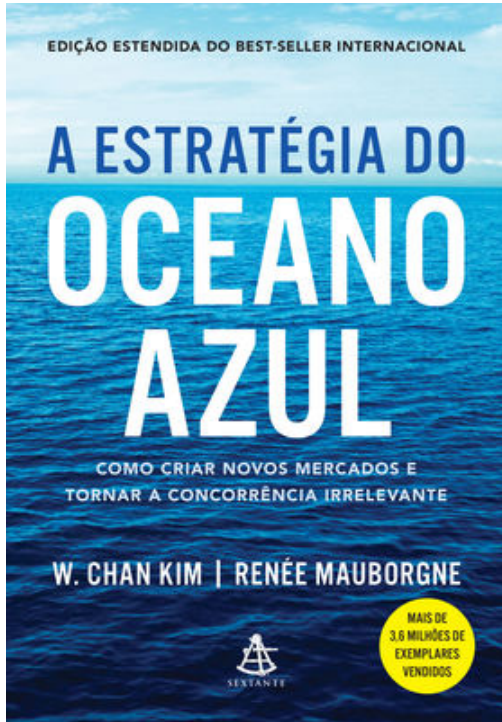


# A estratégia do oceano azul Baixar (PDF or ePub) W. Chan Kim & Renée Mauborgne GRATIS



## EDIÇÃO ESTENDIDA DO BEST-SELLER INTERNACIONAL

Fenômeno global com mais de 3,6 milhões de exemplares vendidos, *A estratégia do oceano azul* foi publicado em 44 idiomas e se tornou uma obra de referência, adotada por organizações do mundo inteiro, ao desafiar tudo aquilo que se julgava saber sobre os requisitos para o sucesso estratégico.

Para os professores W. Chan Kim e Renée Mauborgne, o resultado de uma concorrência acirrada nada mais é que um oceano vermelho sangrento, repleto de rivais que lutam entre si por uma parcela de lucros cada vez menor.

Com base em um estudo de 150 movimentos estratégicos (que abrangem mais de 100 anos e 30 setores), os autores afirmam que o êxito duradouro não decorre da disputa feroz entre concorrentes, mas da criação de "oceanos azuis" - novos e intocados espaços de mercado prontos para o crescimento.

Eles apresentam ainda uma abordagem sistemática para tornar a concorrência irrelevante e descrevem os princípios e ferramentas que qualquer organização pode utilizar para criar e desbravar seus próprios oceanos azuis.

Esta edição ampliada inclui um novo prefácio dos autores, casos de estudo e exemplos atualizados, dois capítulos novos e um terceiro estendido, que aborda as questões mais prementes levantadas pelos leitores nos últimos 10 anos.

**"Uma leitura essencial para todo estrategista ou empreendedor disposto a deixar as águas intensamente competitivas e infestadas de tubarões para mergulhar no oceano aberto, repleto de oportunidades." - *Business Insider***

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# Top 15 Melhores Bri Livros [FREE]:

## [PDF] Immortal horizontal(1)



<http://new.beebok.info/br-1457491432/immortal-horizontal-1.html>

Rain slowly drifted down from the blurred and distant horizon, along the edge of the roadside telephone booth, across a beautiful arc, the sound of the rain crackled. It was not too heavy, but it was the first rain since Tianjin entered that summer, so it was a little precious.

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## [PDF] Star chart(2)



<http://new.beebok.info/br-1457490085/star-chart-2.html>

The setting sun is setting in the west, and the bright red sunset is hanging quietly at the junction of the water and the sky, emitting a soft light. The sea is very quiet at this moment. Golden sunshine sprinkled on the sea, sparkling waves like golden carp jump waves, layers of overlapping.

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## [PDF] Taoist tactics(3)



<http://new.beebok.info/br-1457494883/taoist-tactics-3.html>

The Avenue is ruthless. Whether you are the supreme golden fairy gathered in three flowers or the common people who have no way of doing anything, you can't escape the fate of ashes and smoke. Every secular person lives a chaotic life, ignorant and mindless, but envies the immortality of the monk,...

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## [PDF] Sky problem(2)



<http://new.beebok.info/br-1457493651/sky-problem-2.html>

It stretches for more than a hundred miles, with thousands of peaks and mountains. It is most precipitous and precipitous. Its main peak falls on the sword cliff, which is like a dragon flying over the sky, standing proudly and piercing the sky. It has a momentum of looking at the world.

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## [PDF] Taoist tactics(1)



<http://new.beebok.info/br-1457494322/taoist-tactics-1.html>

The Avenue is ruthless. Whether you are the supreme golden fairy gathered in three flowers or the common people who have no way of doing anything, you can't escape the fate of ashes and smoke. Every secular person lives a chaotic life, ignorant and mindless, but envies the immortality of the monk,...

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## [PDF] Star chart(1)

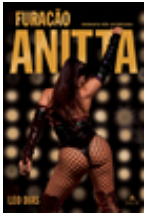


<http://new.beebok.info/br-1457489769/star-chart-1.html>

The setting sun is setting in the west, and the bright red sunset is hanging quietly at the junction of the water and the sky, emitting a soft light. The sea is very quiet at this moment. Golden sunshine sprinkled on the sea, sparkling waves like golden carp jump waves, layers of overlapping.

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## [PDF] Furacão Anitta



<http://new.beebok.info/br-1453894390/furacao-anitta.html>

Desde que deixou o Brasil inteiro babando com o Show das Poderosas, Anitta se tornou uma obsessão nacional. Seus clipes quebram a internet, jovens descolados copiam seu estilo e seus passos são seguidos por milhões de fãs, ávidos por qualquer...

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## [PDF] Sky problem(1)



<http://new.beebok.info/br-1457493306/sky-problem-1.html>

It stretches for more than a hundred miles, with thousands of peaks and mountains. It is most precipitous and precipitous. Its main peak falls on the sword cliff, which is like a dragon flying over the sky, standing proudly and piercing the sky. It has a momentum of looking at the world.

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## [PDF] 9 meses com Maria



<http://new.beebok.info/br-1037582709/9-meses-com-maria.html>

Nesta bela e poética obra, Pe. Luís Erlin propõe uma novena não de nove dias, como de costume, mas de nove meses, acompanhando a gestação de Maria dia após dia. Ao longo das páginas, o autor dá voz a Nossa Senhora e nos convida a gestar...

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## [PDF] Adverse weather spectrum(3)



<http://new.beebok.info/br-1457495638/adverse-weather-spectrum-3.html>

A man, a woman, two children, a little taller girl, about eleven or twelve years old, combed three buns, melon face, beautiful; the little boy is smaller, about seven or eight years old, tiger-headed. Both of them carried burdens on their backs, and their faces were gray as if they were traveling...

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## [PDF] Taoist tactics(2)



<http://new.beebok.info/br-1457494653/taoist-tactics-2.html>

The Avenue is ruthless. Whether you are the supreme golden fairy gathered in three flowers or the common people who have no way of doing anything, you can't escape the fate of ashes and smoke. Every secular person lives a chaotic life, ignorant and mindless, but envies the immortality of the monk,...

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## [PDF] A sutil arte de ligar o f\*da-se



<http://new.beebok.info/br-1293280123/a-sutil-arte-de-ligar-o-f-da-se.html>

Chega de tentar buscar um sucesso que só existe na sua cabeça. Chega de se torturar para pensar positivo enquanto sua vida vai ladeira abaixo. Chega de se sentir inferior por não ver o lado bom de estar no fundo do poço. Coaching, autoajuda, desenvolvimento pessoal,...

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## [PDF] O milagre da manhã

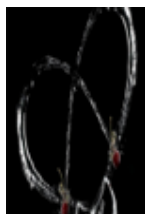


<http://new.beebok.info/br-1155673257/o-milagre-da-manha.html>

Conheça o método simples e eficaz que vai proporcionar a vida dos sonhos — antes das 8 horas da manhã! Hal Elrod explica os benefícios de acordar cedo e desenvolver todo o nosso potencial e as nossas habilidades . O milagre da manhã permite que o leitor...

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## [PDF] Sky problem(3)



<http://new.beebok.info/br-1457494106/sky-problem-3.html>

It stretches for more than a hundred miles, with thousands of peaks and mountains. It is most precipitous and precipitous. Its main peak falls on the sword cliff, which is like a dragon flying over the sky, standing proudly and piercing the sky. It has a momentum of looking at the world.

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## [PDF] Do mil ao milhão



<http://new.beebok.info/br-1437535628/do-mil-ao-milhao.html>

Em seu primeiro livro, Thiago Nigro, criador da plataforma O Primo Rico , ensina aos leitores os três pilares para atingir a independência financeira: gastar bem, investir melhor e ganhar mais. Por meio de dados e de sua própria experiência como investidor e assessor, Nigro...

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