

Book review:Title, max 20 words, Book Antique 16

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Abstract

The English abstract contains the aims, methods, findings, limitations/implications (if any), and originality/research significance. Please minimize the use of abbreviations and do not cite references in the abstract. The maximum is 200 words.

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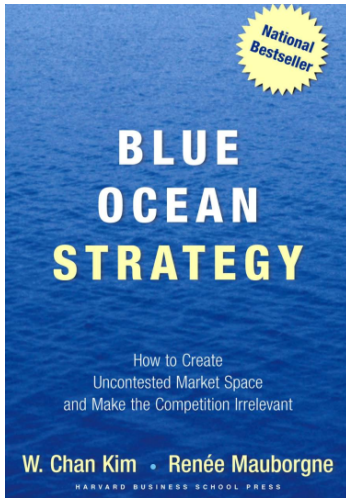
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A book review on:

Blue Ocean Strategy

W. Chan Kim and Renee Mauborgne (Boston, Harvard Business Schol Press), 2006, 239 pages, ISBN: 1-59139-619-0

This book starts by explaining

Chapter 1.....

Chapter 2.....

Chapter 3.....

Chapter 4.....

List of abbreviations

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Additional information

Ethics declarations

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Availability of data and materials

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

Competing interests

No potential competing interest was reported by the authors