



RENÉE MAUBORGNE

Co-author of Best-seller "Blue Ocean Strategy"

Renée Mauborgne is the co-author, together with W. Chan Kim, of the international best-seller "Blue Ocean Strategy", widely considered one of the best management books of all time.

Renee Mauborgne is a fellow of the World Economic Forum, a member of President Barack Obama's Board of Advisors, a distinguished fellow and Professor of Strategy and International Management at INSEAD Business School, and co-Director of INSEAD's Blue Ocean Strategy Institute.

Her book "Blue Ocean Strategy" (2005) was an instant international best-seller, based on her research on high-profit and low-cost innovations in an uncontested market space - as opposed to the bloody red ocean of competition in an existing industry and a crowded

market place. The book was translated into 41 languages and has sold over two million copies.

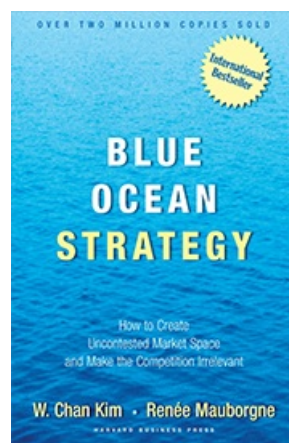
Her theory of value innovation has helped explain the success of many highly successful companies, and is now taught to students and executives at educational and research institutes around the world. Her articles on the subject have been selected among the best articles ever published in Harvard Business Review, Wall Street Journal, New York Times and Financial Times, among others.

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