

A must attend innovation and strategy event in 2008

Implementing Blue Ocean Strategy for Malaysia

By: **Kee-Hian Tan**

Learn directly from the **Leading Global Blue Ocean Strategy Practitioner:**

- **How to think and act differently about your business and market**
- **How to implement BOS and achieve sustained, profitable growth**
- **How to create an innovation-driven culture and organisation**

Including guests from Malaysian organisations implementing Blue Ocean Strategy

What CEOs of Kee-Hian's clients said about him :

'His know-how of pinpointing existing and non customers changing taste allows us to make a sound judgement about where the market is going'

'We now have a set of tools to create and implement innovative projects based on real customer values.'

'We have discovered and developed ideas and strategies that we would not otherwise have achieved.'

'Mr. Tan is undeniably a master in his own class in Blue Ocean Strategy. He effectively enlightened and transferred his BOS skills to our business leaders'

Complete testimonials & other information about Kee-Hian and this event can be found in the brochure.

Download the brochure from :

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BOS
Kee-Hian

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