

Renée Mauborgne



Renée Mauborgne is The INSEAD Distinguished Fellow and a professor of strategy at INSEAD, one of the world's top business schools. She is also Co-Director of the INSEAD Blue Ocean Strategy Institute. Renée Mauborgne Speaking Topics: The Blue Ocean Strategy Shifting your Organization from the Red Ocean to a Blue Ocean Creating a Leap in Value at Lower Costs Creating a Business Strategy that sets you apart Renée Mauborgne along with her colleague Chan Kim was named the #1 Management Thinker in the World by Thinkers50. She is the first woman ever to secure the top spot on the Thinkers50...

Topics

Globalization, Leadership & Recruiting, Motivation, Politics & Economy, Politics, Policies & Economy, Transformation & Digitalization, Transformation, Innovation & Technology

Languages

English

