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Cemex one of the world s largest cement producers created a

blue ocean by shifting the orientation of its industry from functional to emotional

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I first came to know CEMEX in 2000 when I wrote a Harvard Business School case study on it I have continued to track the company and its progress ever since I was originally drawn to CEMEX because according to the academic literature cement was the type of industry in which one shouldn't expect to see multinational companies CEMEX by.

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group to the edge of bankruptcy by 2004 By the end of 2003 Lego
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