



*Blue Ocean Strategy is a bestseller across 5 continents. It has been published in over 40 languages and has sold over 2 million copies. Based on a study of 150 strategic moves spanning more than 100 years and 30 industries, it provides us with a systematic approach to making the competition irrelevant and creating uncontested market space.*

*Come and find out how your spa or wellness can become a truly innovative company capable of making strategic breakthroughs in today's overcrowded spa and wellness industry.*

## **BLUE OCEAN STRATEGY FOR THE SPA & WELLNESS INDUSTRY**

**on 6<sup>th</sup> July 2010 (6:00PM – 8:00PM)  
at the Drama Centre,  
National Library Building**

Registration : \$15 for Members and \$18 for Non-Members  
Limited space – so book early to avoid disappointment.

Refreshments will be served.

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