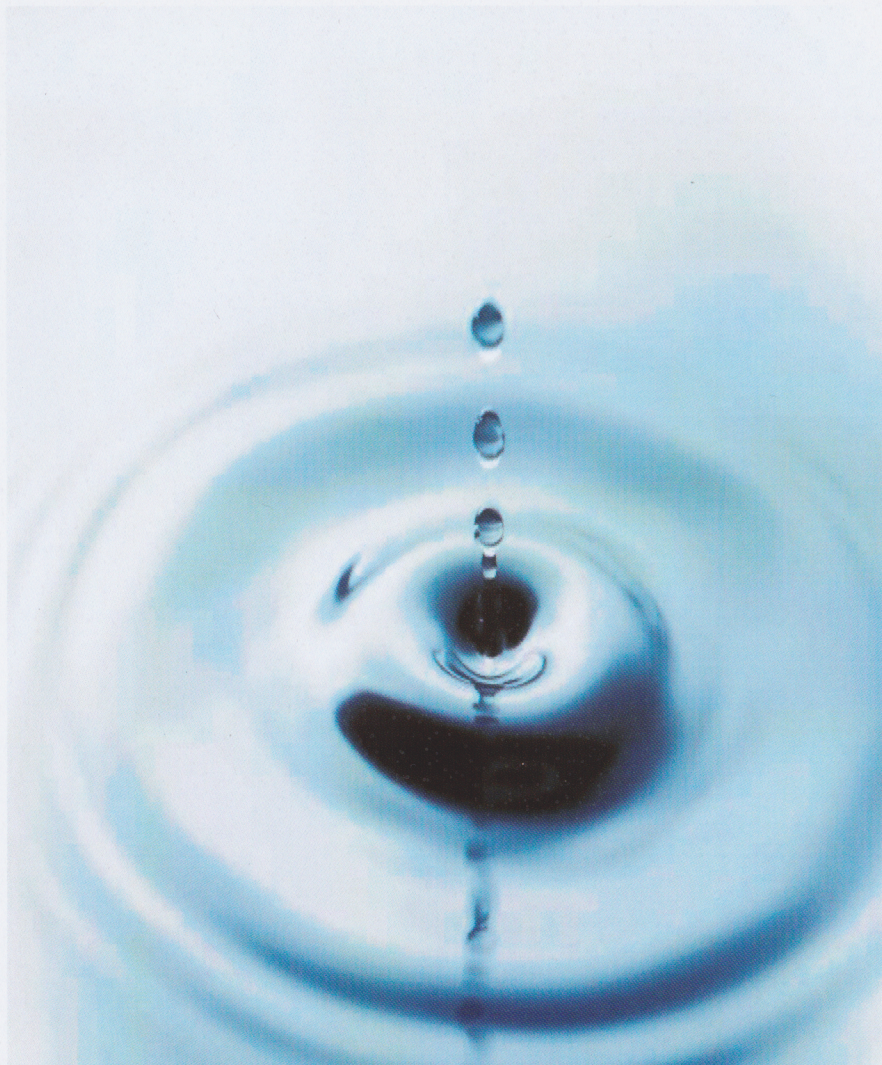




CERTIFICATE

THIS IS TO CERTIFY THAT

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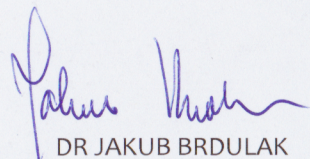
EXPLORED THE „BLUE OCEAN STRATEGY” CONCEPTS AND TOOLS
DEVELOPED BY PROFESSORS W. CHAN KIM AND RENÉE MAUBORGNE
AT THE

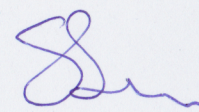
WSE COURSE
**INNOVATION MANAGEMENT
IN AN ENTERPRISE**

AND SUCCESSFULLY APPLIED THESE TOOLS TO THE

„HENKEL INNOVATION CHALLENGE”

JAN, 17th 2012


DR JAKUB BRDULAK
WARSAW SCHOOL OF ECONOMICS


SERGIUSZ SAWIN
INNOVATIKA