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**WIN an Autographed copy of the Blue Ocean Strategy book!**

**Chicago, IL September 26, 2012** — IT professionals and business people are encouraged to listen to the archived or podcast of the recent **CIO Talk Radio** show, **Supporting Value Innovation** (<http://goo.gl/rtDCd>), featuring guests **Mary Alice Annecharico, SVP & CIO of the Henry Ford Health System**, and **Gregory Buoncontri, SVP & CIO of Pitney Bowes**. Listeners are encouraged to choose their favorite quote from the broadcast, and contact the show at [Blueoceanbookwinner@CIOTalkradio.com](mailto:Blueoceanbookwinner@CIOTalkradio.com) with their name, title, company name, phone and address to win a copy of the **Blue Ocean Strategy** book, autographed by one of the authors, **Mr. W. Chan Kim, Boston Consulting Group Bruce D. Henderson Chair, and Professor of Strategy & International Management at INSEAD**. Subject to verification (title and company), the winner will be chosen by the editorial board and the book will be mailed to the winner within 2 weeks. The decision by the show's editorial board, of a winner, will be final.

**Blue Ocean Strategy** is a business strategy book originally published in 2005 and co-authored by W. Chan Kim and Renée Mauborgne of **The Blue Ocean Strategy Institute at INSEAD**. The topic refers to the book's metaphor of an overcrowded market as a bloody ocean of competing sharks. Future corporate success will depend on Value Innovation and finding a new market, a blue ocean, where rivals are irrelevant.

**CIO Talk Radio** (<http://www.CIOTalkradio.com>) has been hosted by Sanjog Aul since 2003, and features business leaders and subject matter experts to share their knowledge and experience in technology management, globally, with others. The hour-long show is broadcast live over the Internet, Wednesdays at 10 AM Eastern/9:00 AM Central/7 AM Pacific Time, using streaming audio on the show website at <http://www.CIOTalkradio.com>, by Voice America Business Radio. For further information, contact Vishwa Dani of **CIO Talk Radio**, at 630-914-7665 or [VDani@CIOTalkradio.com](mailto:VDani@CIOTalkradio.com)

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