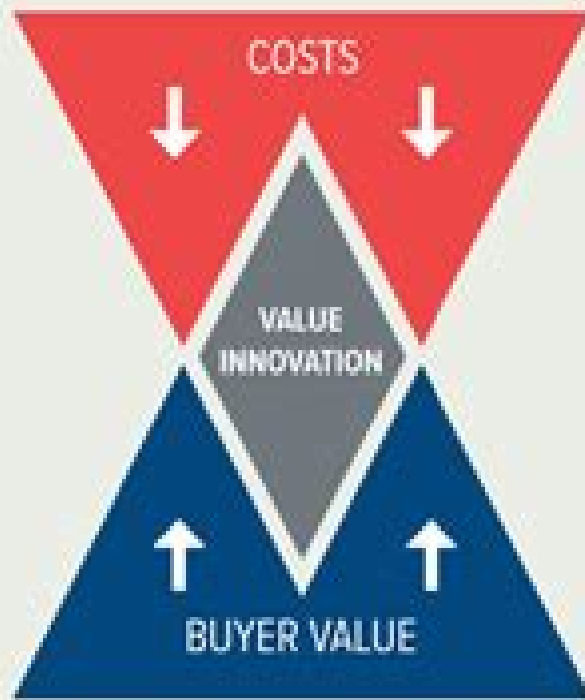


# WHAT IS A BLUE OCEAN STRATEGY?

A Visual Explanation

W. Chan Kim and Renée Mauborgne who wrote the now famous book 'Blue Ocean Strategy'. A Blue Ocean represents uncontested market space where there is no or little competition. In contrast, a Red Ocean is where everyone is competing and markets have well defined boundaries. A Blue Ocean Strategy creates new where none existed in the past. Examples, include Nintendo Wii and Cirque De Soleil.



## RED OCEAN STRATEGY

FOCUS ON CURRENT CUSTOMERS

VS

## RED OCEAN STRATEGY

FOCUS ON NONCUSTOMERS

- Compete in existing markets

- Create uncontested markets to serve

- Beat the competition

- Make the competition irrelevant

- Exploit existing demand

- Create and capture new demand

- Make the value-cost trade-off

- Break the value-cost trade-off

- Align the whole system of a firm's activities with its strategic choice of differentiation OR low cost

- Align the whole system of a firm's activities in pursuit of differentiation AND low cost

# Blue Ocean Strategy Download

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**The Blue Ocean Strategy Playbook** Peter Benedikt, 2025-04-04 Tired of competing in overcrowded markets The Blue Ocean Strategy Playbook offers a revolutionary approach to achieving explosive growth by creating uncontested market spaces Discover how to identify untapped opportunities innovate your business model and differentiate your offerings to capture new demand This playbook provides a practical framework for developing and executing a Blue Ocean Strategy enabling your company to achieve sustainable growth and market leadership Key takeaways Escape the cutthroat competition of crowded markets Create new uncontested market spaces Unlock value innovation and drive new demand Achieve sustainable growth and market leadership ABOUT THE AUTHOR Peter Benedikt is an accomplished entrepreneur investor and strategist with deep expertise in management Peter s strong passion for finance has fueled his meticulous investment strategy making him a respected expert in the field Today he uses his industry insight and financial acumen to mentor emerging entrepreneurs guiding them through business growth and strategic investment

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*The Curious Science of Modern Marketing Management* Dr.M.G.Bhaskar,Dr Deep Shah , [Blue Ocean Strategy](#) Andreas Mebert,Stephanie Lowe,2017-07-05 In Blue Ocean Strategy W Chan Kim and Ren e Mauborgne tackle the central problem facing all businesses how to perform better than your competitors Their solution involves taking a creative approach to the normal view of competition In the normal framework competition is a zero sum game if there are two companies competing for the same market as one does better the other has to do worse The authors creative leap is to suggest one can beat the competition by not competing Companies should avoid confronting competitors in crowded marketplaces what they call red oceans and instead seek out new markets or blue oceans Once the blue oceans have been identified companies can get down to the task of creating unique products which exploit that market Chan and Mauborgne argue for example that a wine company might decide to start appealing to a group previously uninterested in wine This would be a blue ocean market giving the winemaker a huge advantage which they could exploit by creating a wine that appealed to the tastes of a beer drinking demographic A classic of business writing Blue Ocean Strategy is creative thinking and problem solving at its best

**Blue Ocean Shift** W. Chan Kim,Renee Mauborgne,2017-09-26 NEW YORK TIMES BESTSELLER 1 WALL STREET JOURNAL BESTSELLER Blue Ocean Shift is the essential follow up to Blue Ocean Strategy the classic and over 4 million copy global bestseller by world renowned professors W Chan Kim and Renee Mauborgne Drawing on more than a decade of new work Kim and Mauborgne show you how to move beyond competing inspire your people s confidence and seize new growth guiding you step by step through how to take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space By combining the insights of human psychology with practical market creating tools and real world guidance Kim and Mauborgne deliver the definitive guide to shift yourself your team or your organization to new heights of confidence market creation and growth They show why nondisruptive creation is as important as disruption in seizing new growth Blue Ocean Shift is packed with all new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book Whether you are a cash strapped startup or a large established company nonprofit or national government you will learn how to move from red to blue oceans in a way that builds your people s confidence so that they own and drive the process With battle tested lessons learned from successes and failures in the field Blue Ocean Shift is critical reading for leaders managers and entrepreneurs alike You ll learn what works what doesn t and how to avoid the pitfalls along the way This book will empower you to succeed as you embark on your own blue ocean journey Blue Ocean Shift is indispensable for anyone committed to building a compelling future

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Blue ocean strategy W. Chan Kim,2005 *Blue Ocean Strategy Complete Self-Assessment Guide* Gerardus Blokdyk,2018-01-05 How do mission and objectives affect the Blue Ocean Strategy processes of our organization What are the Essentials of Internal Blue Ocean Strategy Management What are the business goals Blue Ocean Strategy is

aiming to achieve What would happen if Blue Ocean Strategy weren't done Do we monitor the Blue Ocean Strategy decisions made and fine tune them as they evolve Defining designing creating and implementing a process to solve a business challenge or meet a business objective is the most valuable role In EVERY company organization and department Unless you are talking a one time single use project within a business there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make Blue Ocean Strategy investments work better This Blue Ocean Strategy All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth Blue Ocean Strategy Self Assessment Featuring 723 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Blue Ocean Strategy improvements can be made In using the questions you will be better able to diagnose Blue Ocean Strategy projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Blue Ocean Strategy and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Blue Ocean Strategy Scorecard you will develop a clear picture of which Blue Ocean Strategy areas need attention Your purchase includes access details to the Blue Ocean Strategy self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next Your exclusive instant access details can be found in your book

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Chan W. Kim,2011      *Blue Ocean Strategy* W. Chan Kim,Ren  Mauborgne,2004      [Blue Ocean Strategy a Complete Guide - 2019 Edition](#) Gerardus Blokdyk,2019-04-18

Will your data be confidential What level of coordination exists and why not more What core values do you share with the people you want to influence What does your customer segment expect Why do so many companies fail to have a strategy Defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role In EVERY group company organization and department Unless you are talking a one time single use project there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make Blue Ocean Strategy investments work better This Blue Ocean Strategy All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth Blue Ocean Strategy Self Assessment Featuring 973 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Blue Ocean Strategy improvements can be made In using the questions you will be better able to diagnose Blue Ocean Strategy projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Blue Ocean Strategy and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Blue Ocean Strategy Scorecard you will develop a clear picture of which Blue Ocean Strategy areas need attention Your purchase includes access details to the Blue Ocean Strategy self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next You will receive the following contents with New and Updated specific criteria The latest quick edition of the book in PDF The latest complete edition of the book in PDF which criteria correspond to the criteria in The Self Assessment Excel Dashboard Example pre filled Self Assessment Excel Dashboard to get familiar with results generation In depth and specific Blue Ocean Strategy Checklists Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books Lifetime Updates is an industry first feature which allows you to receive verified self assessment updates ensuring you



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