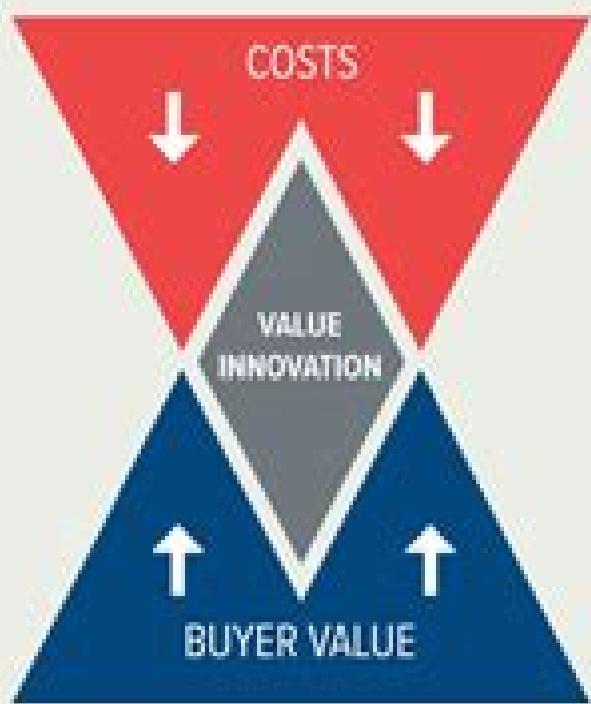


# WHAT IS A BLUE OCEAN STRATEGY?

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

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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

**Blue Ocean Strategy (Book Summary)** Naushad Sheikh, 2025-10-13 Blue Ocean Strategy Book Summary by Naushad Sheikh In a world where competition is fierce and markets are overcrowded Blue Ocean Strategy reveals the revolutionary way to win by making the competition irrelevant This powerful summary by Naushad Sheikh distills the best ideas from W Chan Kim and Renée Mauborgne's global bestseller into a clear engaging and practical guide that busy readers can instantly apply Instead of fighting over limited demand learn how to create new market spaces unlock hidden customer potential and achieve uncontested growth This summary captures every core principle of the original masterpiece from value innovation and the Strategy Canvas to breaking industry boundaries and reaching noncustomers Whether you're an entrepreneur business owner startup founder or executive this book will reshape the way you think about strategy success and growth Discover How to escape red oceans of cut throat competition and enter blue oceans of limitless opportunity The six proven paths to reconstruct market boundaries and attract noncustomers The step by step sequence to move from idea to profitable execution How to align teams inspire innovation and sustain growth over time Real world examples from companies like

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Chan W. Kim,2011 *Blue Ocean Strategy* W. Chan Kim,René 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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