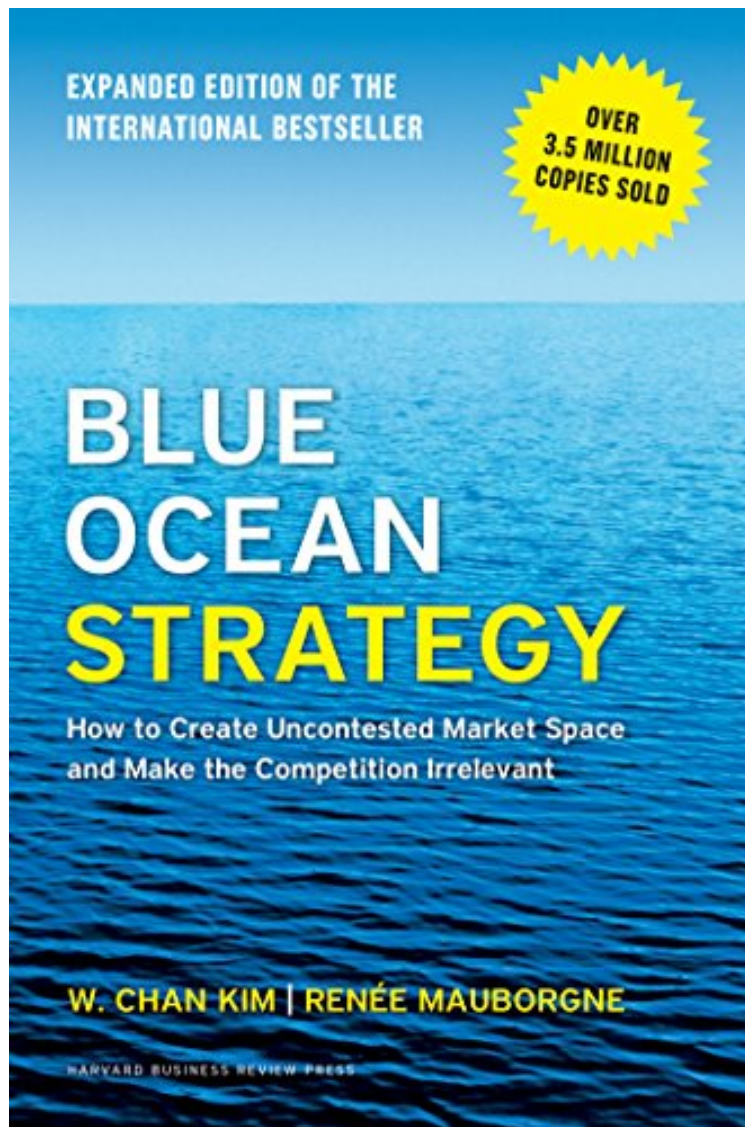


[E-BOOK] Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant

Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant

W. Chan Kim, Renée Mauborgne
DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#8020 in eBooks 2014-01-20 2014-01-20 File Name: B00O4CRR7Y | File size: 65.Mb

W. Chan Kim, Renée Mauborgne : Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant:

0 of 0 people found the following review helpful. Every business owner could benefit. By Micah M. This is a strategy

that is win win for the business and the consumer. I wish I had this when I first started out. 0 of 0 people found the following review helpful. Great concept. Like a lot of business books. By Robert T. Great concept. Like a lot of business books, it utilizes case demonstrations, which can be a bit tiring at times. 0 of 0 people found the following review helpful. Excellent book with a practical framework for business strategy. By aoleksak This book defines a way of thinking about business strategy. In addition to the concepts, which make a lot of sense, it also provides a concrete, practical framework for creating processes within an organization to repeatedly implement the strategic way of thinking. This is true not only for the conceptualizing of strategies, but just as importantly the execution as well. Overall, a very well thought out and effectively organized book containing ideas that can be applied immediately. Good read.

The global phenomenon that has sold 3.6 million copies, is published in a record-breaking 44 languages and is a bestseller across five continents—now updated and expanded with new content. In this perennial bestseller, embraced by organizations and industries worldwide, globally preeminent management thinkers W. Chan Kim and Renee Mauborgne challenge everything you thought you knew about the requirements for strategic success. Recognized as one of the most iconic and impactful strategy books ever written, *Blue Ocean Strategy*, now updated with fresh content from the authors, argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not from battling competitors but from creating “blue oceans”—untapped new market spaces ripe for growth. *Blue Ocean Strategy* presents a systematic approach to making the competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. This expanded edition includes: A new preface by the authors: Help! My Ocean Is Turning Red. Updates on all cases and examples in the book, bringing their stories up to the present time. Two new chapters and an expanded third one—Alignment, Renewal, and Red Ocean Traps—that address the most pressing questions readers have asked over the past 10 years. A landmark work that upends traditional thinking about strategy, this bestselling book charts a bold new path to winning the future. Consider this your guide to creating uncontested market spaces—and making the competition irrelevant. To learn more about the power of blue ocean strategy, visit blueoceanstrategy.com. There you'll find all the resources you need—from ideas in practice and cases from government and private industry, to teaching materials, mobile apps, real-time updates, and tips and tools to help you make your blue ocean journey a success.

"one of the bestselling business books of the century" -- Financial Times "Blue Ocean Strategy is the most successful book on business master-planning in recent years." -- The Economist "A great read for any leader looking to get a real edge in business and establish a real competitive advantage in the market." -- Qantas The Australian Way. Praise for *Blue Ocean Strategy*: A bestseller across 5 continents. More than 3.6 million copies sold worldwide. Translated into 44 languages. A Wall Street Journal, BusinessWeek, and Fast Company bestseller. Thinkers50 Strategy Award for Best Business Book of the decade. The Fast Company Leadership Hall of Fame. Winner of the Carl S. Sloane Award for Excellence in Management Consulting. About the Author: W. Chan Kim and Renee Mauborgne are Professors of Strategy at INSEAD and Codirectors of the INSEAD Blue Ocean Strategy Institute. They are the authors of *Blue Ocean Strategy*, which is recognized as one of the most iconic and impactful strategy books ever written. *Blue Ocean Strategy* has sold over 3.6 million copies, is being published in a record-breaking 44 languages, and is a bestseller across five continents. Kim and Mauborgne rank in the top 3 management gurus in the world in The Thinkers50 list and are the recipients of numerous academic and management awards around the world including the Nobel Colloquia Prize for Leadership on Business and Economic Thinking, the Carl S. Sloane Award by the Association of Management Consulting Firms, the Leadership Hall of Fame by Fast Company, and the Eldridge Haynes Prize by the Academy of International Business among others. Kim is an advisor to several countries and Mauborgne served as a member of President Barack Obama's Board of Advisors on Historically Black Colleges and Universities for the President's two terms.