

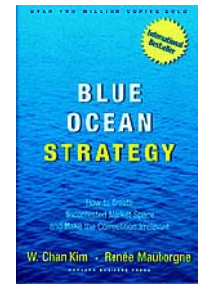
# Blue Ocean Strategy®

Make the competition irrelevant

## What is blue ocean strategy?

Companies have long engaged in head-to-head competition in search of profitable growth, but today, competing head-on often results in nothing but a bloody 'red ocean' of rivals fighting over a shrinking profit pool. Blue ocean strategy contends that although most companies compete in these red oceans, this strategy is unlikely to create strong profitable growth in the future. We believe that tomorrow's leading companies will succeed not by battling competitors but by creating 'blue oceans' of uncontested market space. These strategic moves - termed 'value innovation' - create leaps in value both for the firm and for buyers, creating all new demand.

**International Bestseller  
across 5 Continents**



**Over 2 Million  
Copies Sold**

## Awards

### International Bestseller

	Bestseller
	Best Book of 2005
	Top Ten Best Business Books of 2005
	#1 Strategy Book of 2005
	Bestseller
	Best Business Book 2005
	#1 Bestselling Book
	Prix des Dirigeants Commerciaux de France 2009

### National Bestseller, USA

Selected in 2007 as one of the thirty most influential books in the last 25 years in Taiwan.

#### A best business/economic book in:

Canada	Malaysia
China	Poland
Germany	Scandinavia
Iceland	Singapore
Israel	South Africa
Italy	Taiwan
Japan	UK
Korea	USA
Latin America	

## Is Blue Ocean Strategy right for your organization?

### Ask yourself these questions...

- ✓ Does your organization find itself stuck in a red ocean of bloody competition with commoditized offerings, declining price points, and market share battles?
- ✓ Does your company invest significantly in R&D but fail to translate this into large commercial opportunities?
- ✓ With increasing competition from the world's emerging economies, supply often exceeds demand. These new competitors have inherent cost advantages and are rapidly moving up the quality ladder. Does your organization need to learn how to simultaneously pursue differentiation *and* low cost to break away from the competition?
- ✓ Would you like to enhance the quality of your company's strategic thinking while addressing the practical challenges faced by your organization?

**If you answered yes to any of the questions above, then Blue Ocean Strategy is right for your organization.**