

BLUE OCEAN SHIFT

Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth



BLUE OCEAN SHIFT is the indispensable and much-anticipated follow up to [Blue Ocean Strategy](#), the classic and global bestseller by world-renowned professors [Chan Kim and Renée Mauborgne](#). It is the New York Times, #1 Wall Street Journal, and USA Today bestseller.

The definitive guide to shift you, your team, and your organization to new heights of confidence, market creation, and growth.

In 2005, world-renowned professors Chan Kim and Renée Mauborgne changed the international business landscape forever with their 100+ week international bestseller *Blue Ocean Strategy*, which would go on to sell more than 4 million copies, be translated into 46 different languages, and start a dynamic movement.

Now, after another decade of extensive research, Kim and Mauborgne are ready to change the course of the conversation once again.

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WHY BLUE OCEAN SHIFT

As leaders and managers around the world adopted their theory and began to radically rethink their business strategies, many found that they were stuck in a red ocean.

They were unsure of how to start the process of moving to blue waters, which would often require getting the members of their team to buy into a concept that directly conflicted with the long-established rules of their industries.

Entrepreneurs were looking for concrete steps and a systematic process they could follow to create and capture blue oceans at minimal risk.

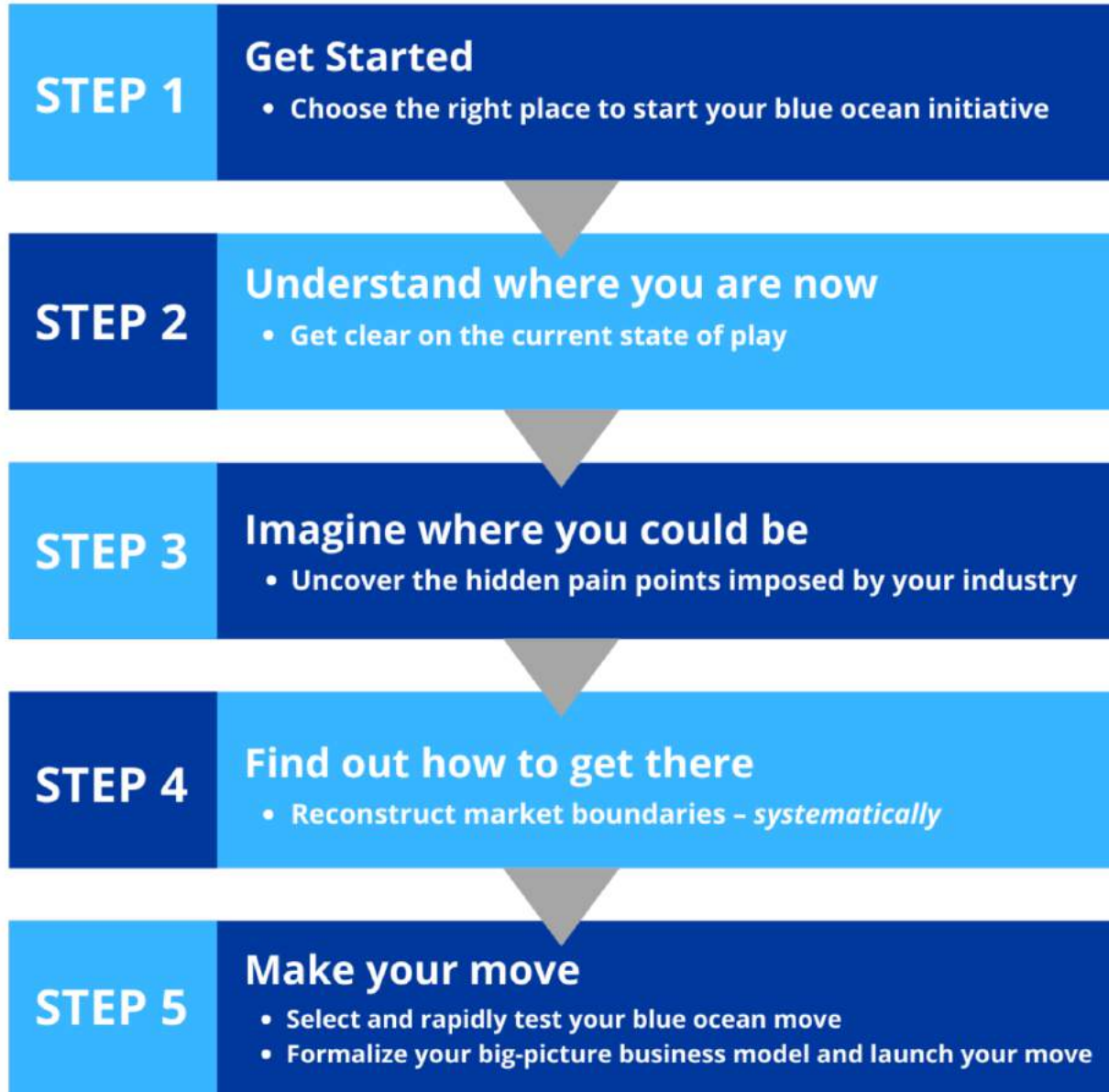
In Blue Ocean Shift, Kim and Mauborgne meet this new challenge head-on by analyzing and comparing the successes and failures of blue ocean projects across the globe that have sprung out of the movement they began nearly 30 years ago.

In a variety of sectors from business-to-customer and business-to-business, to public, nonprofit, and governments, Kim and Mauborgne developed a concise understanding of the process of new market creation and growth that unlocks people's creativity as much as their confidence to act.

BLUE OCEAN SHIFT WILL SHOW YOU:

- WHY focusing on competing misses huge growth opportunities and HOW to expand your thinking on strategy beyond competing
- WHY thinking creative destruction and disruption as sources of innovation is limiting and HOW you can grow through nondisruptive creation
- HOW anyone in any organization can move from red to blue oceans with BLUE OCEAN SHIFT's systematic five-step process—not just entrepreneurs
- WHY people's confidence is essential to create and execute your growth strategy and HOW to build it
- WHY you should not build your growth strategy based on existing environmental and industry conditions and HOW you can shape them in your favor for growth.

THE FIVE STEPS OF A BLUE OCEAN SHIFT



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LEARN MORE ABOUT BLUE OCEAN

- [What is Blue Ocean Shift](#)
- [What is Blue Ocean Strategy](#)
- [Blue Ocean Tools and Process](#)
- [About the Authors, Chan Kim and Renée Mauborgne](#)