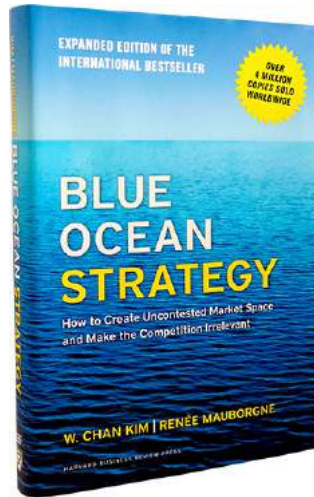


BLUE OCEAN STRATEGY

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



Recognized as one of the most iconic and impactful strategy books ever written, [Blue Ocean Strategy](#) 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, Chan Kim and Renee Mauborgne show that lasting success comes not from battling competitors but from creating “blue oceans” — untapped new market spaces ripe for growth.

Embraced by organizations and industries worldwide, Blue Ocean Strategy is a global phenomenon that has sold over 4 million copies, is published in a record-breaking 46 languages and is a bestseller across five continents. First published in 2005, it was updated and expanded with fresh content in 2015.

Blue Ocean Strategy presents a systematic approach to making the competition irrelevant and capture their own blue oceans.

[BUY THE BOOK](#)

BLUE OCEAN STRATEGY WILL SHOW YOU:

- **WHAT** is distinctive about blue ocean strategy as a theory
- **HOW** is blue ocean strategy different from a classic differentiation strategy or a low cost strategy
- **HOW** to reconstruct market boundaries
- **WHY** you need to focus on the big picture
- **HOW** to reach beyond existing demand
- **HOW** to overcome organizational hurdles
- **HOW** to build execution into strategy

BLUE OCEAN STRATEGY VS RED OCEAN STRATEGY

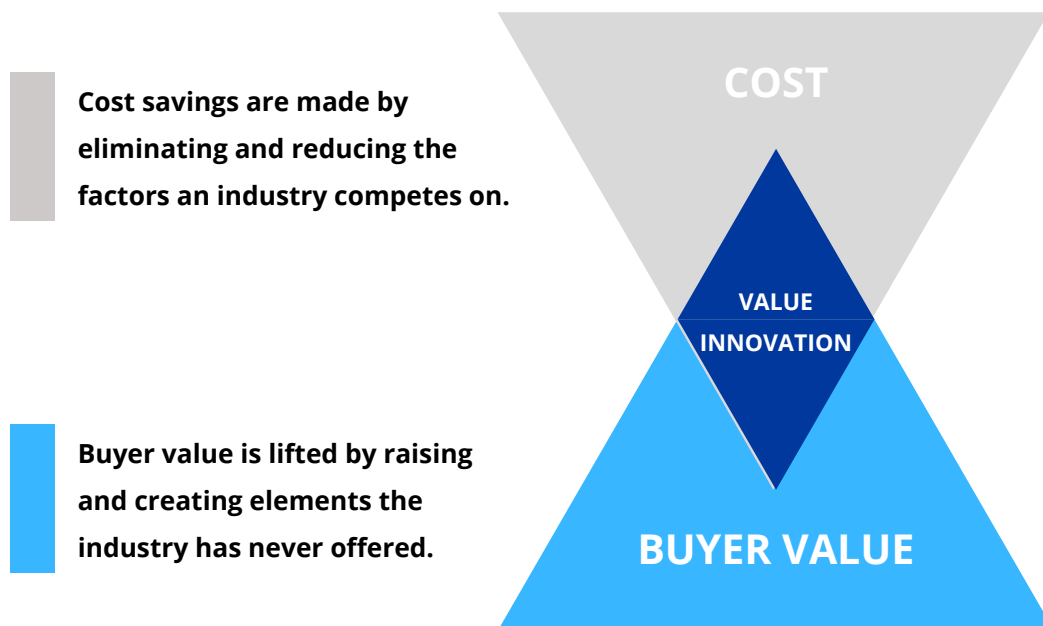
Learn the key differences between red ocean and blue ocean strategy.

RED OCEAN STRATEGY	BLUE OCEAN STRATEGY
Compete in existing market space	Create uncontested market space
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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WHAT IS VALUE INNOVATION

Value Innovation is the simultaneous pursuit of differentiation and low cost, creating a leap in value for both buyers and the company. The concept of Value Innovation is developed by Chan Kim and Renée Mauborgne and is the cornerstone of market-creating strategy. Because value to buyers comes from the offering's utility minus its price, and because value to the company is generated from the offering's price minus its cost, value innovation is achieved only when the whole system of utility, price, and cost is aligned.

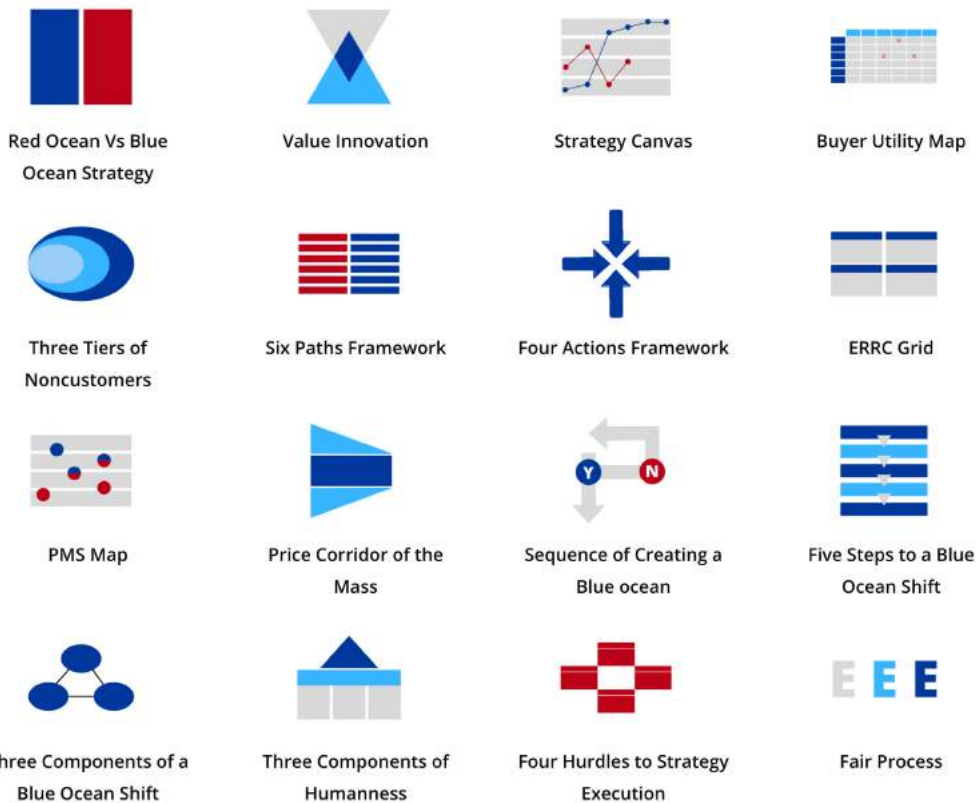


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BLUE OCEAN TOOLS AND PROCESS

Chan Kim and Renée Mauborgne have created a comprehensive set of analytic tools and frameworks to create blue oceans of new market space.

Learn how to put these practical market-creating tools into practice to move from red ocean of competition to blue oceans of new market space and to do so in a way that people own and drive the process.



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](#)