

Blue Ocean Strategy is a book published in 2004 written by W. Chan Kim and Renée Mauborgne, professors at INSEAD,[1] and the name of the marketing theory detailed on the book.

They assert that these strategic moves create a leap in value for the company, its buyers, and its employees while unlocking new demand and making the competition irrelevant. The book presents analytical frameworks and tools to foster an organization's ability to systematically create and capture "blue oceans"—unexplored new market areas.[2] An expanded edition of the book was published in 2015, while a sequel entitled Blue Ocean Shift was published in 2017.