

## [BLUE OCEANS BOOK](#)



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### **Blue Ocean Strategy Wikipedia**

Blue Ocean Strategy is a marketing theory from a book published in 2004 which was written by W. Chan Kim and Ren e Mauborgne, professors at INSEAD. 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.

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### **Blue Ocean Strategy Official Site**

Blue Ocean Strategy & Blue Ocean Shift is about creating new market space and making the competition irrelevant. It is a roadmap to move you, your team, and your organization to new heights of confidence, market creation and growth.

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### **BLUE OCEAN STRATEGY INSEAD**

for creating and capturing blue oceans, the blue ocean strategic approach introduced a bold new path Blue Ocean Strategy is both a call-to-action and a guide-to-action. Its call to action has been taken up strategic shift that Blue Ocean Strategy requires. In the book, we also articulate a dynamic renewal process, one that helps

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### **Best Book Summary PDF Blue Ocean Strategy Allen Cheng**

Appendix A: Three Industries with Blue Ocean Creation. This is a good time in this Blue Ocean Strategy summary to cover 3 industries with repeated blue ocean creation.. Automobile Industry. In the 1890s, the horse and buggy was the primary mode of transportation.

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### **Blue Ocean Strategy Including Examples And PDF Download**

Blue Ocean Strategy - Including Examples And PDF Download. This blog article is a overview of some of the

key points of the book by W. Chan Kim and Ren e Mauborgne. In this article you will learn how to make your competition irrelevant and have sales and profit growth in excess of anything you thought was even possible.

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### **Blue Ocean Strategy How to Create Uncontested Market**

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