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QUICK SUMMARY: A blue ocean, as described in Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, is a market space that is undeveloped, and untapped by competitors.

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Blue Ocean Strategy How to Create Uncontested Market

W. Chan Kim and Ren e Mauborgne are Professors of Strategy at INSEAD and Codirectors of the INSEAD Blue Ocean Strategy Institute. They are the authors of Blue Ocean Strategy, which is recognized as one of the most iconic and impactful strategy books ever written.

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