

***Blue Ocean Strategy How To Create Uncontested Market Space  
And Make The Competition Irrelevant W Chan Kim***

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### **Blue Ocean Strategy, Expanded Edition: How to Create ...**

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.

### **Blue Ocean Strategy & Blue Ocean Shift | Create Blue ...**

Blue ocean strategy, also referred to as Blue Ocean Shift, is a marketing strategy where there is a single firm selling a differentiated product or there can be very few firms selling products that are differentiated in the market.

### **What is Blue Ocean Strategy? How to create a Monopoly in ...**

Book Summary – Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant. • The Buyer Utility Map shifts the focus to buyers, helping to identify the utility spaces that a product or service can potentially fill. The Buyer Experience Cycle (BEC) outlines the 6 stages of buyers' experience, with a range of experiences within each stage. The utility levers cut across stages of the buyers' experience.

### **Book Summary - Blue Ocean Strategy: How to create ...**

Blue ocean strategy is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. It is based on the view that market boundaries and industry structure are not...

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