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*The Blue Ocean Strategy  
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Blue Ocean Strategy: How To Create  
Uncontested Market Space And Make  
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competition irrelevant: BLUE OCEAN  
STRATEGY by W.C. Kim and R.  
Mauborgne

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~~Understanding The Blue Ocean~~

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## ~~The Blue Ocean Strategy In~~

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. It presents a systematic

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approach to making the competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans.

~~What is Blue Ocean Strategy | About Blue Ocean Strategy~~

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Blue Ocean Strategy enables a fundamental transformation in mindset. It develops mental horizons and helps in recognizing the opportunities. Blue Ocean Strategy is based on “time and again” proven data rather than unproven theories. It is based on practical approaches that

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~~What is Blue Ocean Strategy?  
Examples, Pros & Cons ...~~

Blue Ocean Strategy is a book published in 2004 written by W. Chan Kim and Renée Mauborgne,

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professors at INSEAD, 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.

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~~Blue Ocean Strategy - Wikipedia~~  
Definition: 'Blue Ocean Strategy is referred to a market for a product where there is no competition or very less competition. This strategy revolves around searching for a business in which very few firms

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operate and where there is no pricing pressure. Description: Blue Ocean Strategy can be applied across sectors or businesses. It is not limited to just one business.

~~What is Blue Ocean Strategy?  
Definition of Blue Ocean ...~~

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According to the Blue Ocean Strategy principles, companies should not only try to compete in existing markets (Red Oceans), but also find or create new markets where competition does not yet exist (Blue Oceans). In these unexplored and untapped markets, there is ample opportunity for growth



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that is both profitable and rapid.

~~Blue Ocean Strategy EXPLAINED with EXAMPLES | B2U~~

Summary Of The Blue Ocean Strategy. This strategic planning model is a departure from the typical management exercise that focuses on

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number crunching and competitive benchmarking. Rather than attempting to gain more share in an already saturated market, Blue Ocean Strategy is about creating demand in a growing, uncontested market and capturing this uncontested space. Here are key points of the Blue Ocean

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Strategy: It 's more than theoretical.

## ~~The Blue Ocean Strategy Summary (With 3 Examples)~~

Blue ocean strategy is a strategy that challenges the firms to foresee beyond competition by creating new uncontested market space i.e. Blue

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Ocean that makes the current competition irrelevant. It is about growing demand and breaking away from the competition. There are several reasons behind a rising imperative to build blue oceans-

~~Blue Ocean Strategy: Meaning,~~

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~~Foundation, Characteristics ...~~

Blue Ocean Strategy is a marketing theory in which a business enters a market that has little or no competition. The strategy focuses on moving away from an existing market and searching for new markets. Specifically, these new markets give a company a very

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Blue Ocean Strategy | Blue Ocean Shift are about how you can create new market space and make the

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~~Blue Ocean Strategy & Blue Ocean  
Shift | Create Blue ...~~

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Blue oceans, where a market space is new and uncontested, and strategy centers around value innovation. Blue ocean strategy pushes companies to create new industries and break away from the competition. In short, you create a blue ocean by focusing on the factors that customers really care



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lasting success comes not from  
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Renee Mauborgne is a professor of

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strategy and management at INSEAD and codirector of the INSEAD Blue Ocean Strategy Institute, in Fontainebleau, France. She is coauthor, along with W. Chan Kim, of...

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Blue ocean strategy is based on over decade-long study of more than 150 strategic moves spanning more than 30 industries over 100 years.

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## ~~Blue Ocean Strategy Examples | Blue Ocean System~~

The blue ocean strategy is a reconstructionist view of the market where no accepted boundaries or structure is present. The structure can be created or recreated by the steps

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~~The Blue Ocean Strategy Summary~~

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Renee Mauborgne is a professor of strategy and management at INSEAD and codirector of the INSEAD Blue Ocean Strategy Institute, in

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Fontainebleau, France. She is  
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