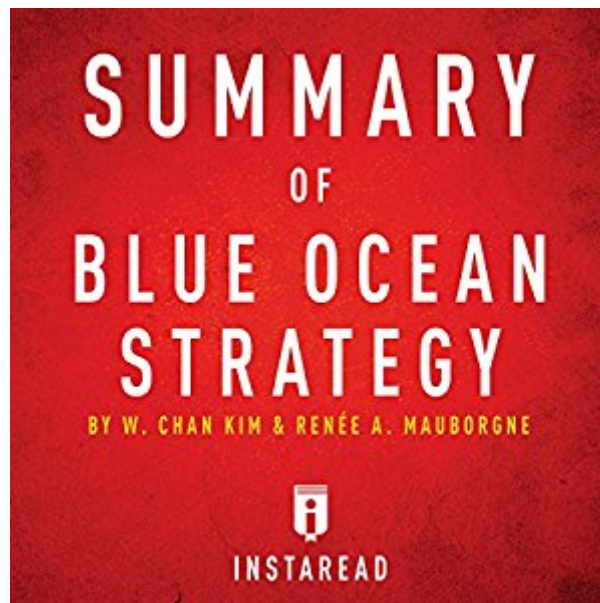




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Summary Of Blue Ocean Strategy By W. Chan Kim And Renée A. Mauborgne: Includes Analysis



Synopsis

Blue Ocean Strategy is the 2015 update to the classic business strategy text of the same name originally published in 2005. The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. Most businesses make the mistake of focusing on their competitors when developing strategies. A "blue ocean" business, on the other hand, focuses on how to create new value for customers, the base of which may be people who are not yet customers of this business' core industry. The term blue ocean is derived from the idea that an area of unexplored market space is like the clear, blue waters of an undisturbed portion of ocean. Please note: This is key takeaways and analysis of the book and not the original book.

Book Information

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Customer Reviews

"Blue Ocean Strategy, Expanded Edition," is the 2015 update to the classic business strategy text of the same name originally published in 2005. The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. This Instaread explores the concept of creating value, as opposed to being better than the rest. Instaread boils down this business textbook into a short and easy read, with 9 key takeaways. These highlights from "Blue Ocean Strategy" are concise and to the point, and cover topics such as how to construct a blue ocean strategy, why it is important, and why no

company should permanently remain in the blue ocean. I was given a copy of this book to review.

I've read several business strategy books and found this summary of The Blue Ocean Strategy a refreshing take on how markets work and how to influence them in order to promote your brand. This book focuses on consumer driven needs and desires as opposed to the old strategy of the company setting the direction of the market dynamic. This Instaread provides an excellent analysis and hits all the high points in the key takeaways section. I was given this title for review purposes and highly recommend it as a companion to the full text, or as a stand alone for those wishing a quick read.

This is an overview of the actual book *Blue Ocean Strategy*. Kind of like an abbreviated *Cliff's Notes*™ for the FULL book. It provides a potential reader enough information regarding the book's content to determine if we want to invest the extra money and time to actually buy and read the entire book. This is an expanded reprint of the author's original 2005 book on how to compete and maximize your marketing efforts in a modern, evolving international marketplace. At .99 cents, this summary is a good value, which is one of the reasons I have personally found *Instaread* to be a useful service.

Summary of Blue Ocean Strategy by W. Chan Kim and Renee A. Mauborgne by Instaread is an in depth analysis of a book that focuses on how to create new value for consumers rather than focusing on the competition, in an age when consumers, not companies, determine the direction of markets. It has valuable insights into what's needed to be successful in today's world, where companies must constantly seek new ideas or they will fall by the wayside. This 15-minute summary is a great way to get a look inside a book before you buy; a way to save time and money in a marketplace with so many books to choose from. I received a complimentary copy of this book in exchange for my unbiased review.

Very interesting approach to creating a value added business in a market that may have a lot of competition. The Tesla car was given as a great example of the blue ocean strategy with a product. This instaread I was given discusses excellent examples on how to practically use this strategy. If you want to create a way to stand out and focus on what customers are really looking for, this instaread will head you in the right direction! This is a must read!

Easy read. Condensed the information into digestible nuggets. Glad to have found this abbreviated version. Great for quick access and very busy people.

Concise summary of how to approach the market and reinvent it through innovative thinking and analysis of current offerings. 15 minute read.

This reminds me a lot of Nintendo's strategy. Let the other guys fight it out over who has the best console and games for adult players, and they'll just own the younger market uncontested. They come out with games (Mario Marker comes to mind as does Wii Sports with the motion controller) unlike anything else on the market and they win through doing what no one else is. This book is about building that kind of business strategy. It explains how to innovate, how to make something both new enough for people to take notice, familiar enough that customers understand the product, and far enough off the beaten path that you can own the market unopposed. The points raised are: 1- A blue ocean strategy is about creating a new market, rather than fighting in a glutted space. 2- A red ocean strategy is about winning that glutted space, an often endless battle. 3- When creating a blue ocean strategy, business leaders must consider the following four questions: a- What can be dropped? b- What can be implemented below industry standards? c- What can be improved beyond industry standards? d- What can transform the industry? 4- Blue ocean businesses eschew industry conventions at need. 5- Execution is critical. 6- Blue ocean strategies must be optimized for profit. 7- Good leaders using this strategy can and must overcome internal obstacles. 8- This is especially critical today, as industries are forced to adapt to rapid changes in the market. 9- Companies must keep looking forward to remain in the blue ocean. This guide has some good examples and does an excellent job of exploring the blue ocean model and how it has been executed in real and for sake of example companies. I received a copy in exchange for an honest review.

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