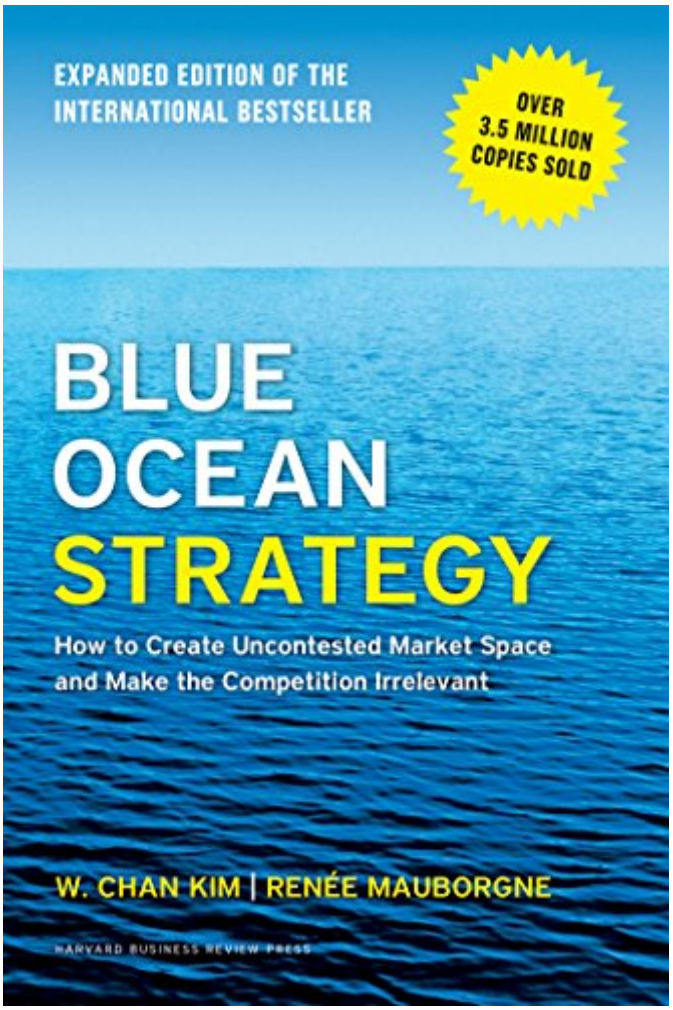
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Blue Ocean Strategy, Expanded Edition: How To Create Uncontested Market Space And Make The Competition Irrelevant



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Synopsis

The global phenomenon that has sold 3.6 million copies, is published in a record-breaking 44 languages and is a bestseller across five continentsÃ¢â ¬â •now updated and expanded with new contentIn this perennial bestseller, embraced by organizations and industries worldwide, globally preeminent management thinkers W. Chan Kim and RenÃƒÂ©e Mauborgne challenge everything you thought you knew about the requirements for strategic success. Recognized as one of the most iconic and impactful strategy books ever written, Blue Ocean Strategy, now updated with fresh content from the authors, argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not from battling competitors but from creating Ã¢â ¬Å“blue oceansÃ¢â ¬Â•Ã¢â ¬â •untapped new market spaces ripe for growth.Blue Ocean Strategy presents a systematic approach to making the competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. This expanded edition includes:A new preface by the authors: Help! My Ocean Is Turning RedUpdates on all cases and examples in the book, bringing their stories up to the present timeTwo new chapters and an expanded third one Ã¢â ¬â • Alignment, Renewal, and Red Ocean Traps Ã¢â ¬â • that address the most pressing questions readers have asked over the past 10 yearsA landmark work that upends traditional thinking about strategy, this bestselling book charts a bold new path to winning the future. Consider this your guide to creating uncontested market spaceÃ¢â ¬â •and making the competition irrelevant.To learn more about the power of blue ocean strategy, visit blueoceanstrategy.com. There youÃ¢â ¬â„¢ll find all the resources you needÃ¢â ¬â •from ideas in practice and cases from government and private industry, to teaching materials, mobile apps, real-time updates, and tips and tools to help you make your blue ocean journey a success.

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Customer Reviews

Strategy is very important in Project Management and not only as far as the initiation and planning phases but also the execution, control & monitoring phases as well. After reading the first edition in July 2011, I found the application of Blue Ocean Strategy helpful in managing the innovation pipeline of a myriad of projects related to trade and investment that I was responsible for.Currently I work on public private partnership projects and it is refreshing to note that the expanded edition now covers an essential topic: when and how to renew blue oceans over time with emphasis on sustainability.My favourite part about the expanded edition is that there is even more emphasis on how Blue Ocean Strategy can be applied to illuminate the human dimension of organisations, to engage people's hearts and minds in carrying out their activities. The book illustrates how to build execution into strategy and create trust among employees and other partners. I found many useful examples that other project managers can learn from, particularly in terms of how a new strategy can be implemented quickly and at low cost.

In the decade since the first edition of their book was released, the ferocity of competition in existing industries and the pressures on costs and profits have only intensified, according to authors W Chan Kim and Renee Mauborgne in the latest incarnation of their best-selling book, ÃƒÂ¢Ã â ¬Ã Å“Blue Ocean Strategy Expanded EditionÃƒÂ¢Ã â ¬Ã Â•. That is why there is a rising call for creative new solutions and such an allure in the idea of escaping from cut-throat ÃƒÂ¢Ã â ¬Ã Å“red oceanÃƒÂ¢Ã â ¬Ã Â• markets into competition-free ÃƒÂ¢Ã â ¬Ã Å“blue

oceanÃƒÂ¢Ã â ¬Ã Â• market space.While most businesses and organizations are trapped in very difficult competitive environments, there are plenty of examples around of organizations which have carved out their highly profitable blue-ocean niche. Is their success attributable solely to rare strategic brilliance or luck, or is there a systematic way of coming up with winning strategies? According to the authors, there are systematic ways of finding blue oceans, and the book provides a number of tools designed to help the reader do just that.Blue ocean strategy is fundamentally based on value innovation; that is, finding a new way of providing compelling value to clients or customers by pursuing both differentiation and low cost at the same time. To do this, you identify the different strategic factors applicable to a particular industry, and then select some factors to be reduced well below the industryÃƒÂ¢Ã â ¬Ã â„¢s standard, some to be raised, some to be eliminated and some new ones to be created. The result of the process needs to be a focused strategy which diverges significantly from the industryÃƒÂ¢Ã â ¬Ã â„¢s average profile, and which comes with a compelling tagline.However, a truly sustainable blue ocean strategy also needs barriers to imitation. These can include:ÃƒÂ¢Ã â ¬Ã Â¢ Alignment barriers, making it difficult for competitors to align their value proposition, profit and people in the same wayÃƒÂ¢Ã â ¬Ã Â¢ Cognitive and organizational barriers, whereby the particular form of value innovation conflicts with competitorsÃƒÂ¢Ã â ¬Ã â„¢ conventional logicÃƒÂ¢Ã â ¬Ã Â¢ Brand barriers, whereby the value innovation conflicts with competitorsÃƒÂ¢Ã â ¬Ã â„¢ brand imageÃƒÂ¢Ã â ¬Ã Â¢ Economic and legal barriers, such as patents, a natural monopoly or a cost advantage driven by high volumeWhile not every reader of the book will discover a perfectly formed blue ocean strategy, almost every reader who spends time and effort working through the tools provided by the authors will come up with some creative strategic ideas which might not otherwise have arisen. This is one of my favourite books on strategy and, although the changes between the first edition and the expanded edition are not substantial, they are still enough to justify the price of buying the new edition.

A must read for anyone serious about making an impact at work. Wonderful added material to what must be one of the business world’s very few fresh and enduring classics. As insightful and readable as before - a font of inspiration and hope in a world where the options for how to achieve profitable growth can seem increasingly daunting and risky. It is the sort of book which should be read more than twice or three times - I have discovered new insights on every read. New examples stretched my thinking and solidified my understanding. Many people write business books, and I read a good deal, but few thinkers achieve the heights of Kim and Mauborgne in changing the way we think and the global reach and respect they now command. Every sentence in this book is vital -

there is not a redundant or superfluous line.

Ok but not as relevant for a small operator

One of the best books I have come across! A must read for anyone who wants to do things differently and sensibly! I give it a six star!!

Awesome read! Follow it up with Play to Win

The expanded edition of Blue Ocean strategy is very timely because in September 2015 the New Sustainable development goalswill be rolled out to replace the old Millennium development goals and they will need a very new approach as we strive to create a new Green economy for the planet. The reason Blue Ocean strategy is very relevant is because by and large the 'entire planetand ALL its 'existing products and services' have been created with little or no attention to sustainability of resource utilization and its life cycle. This gives us an opportunity to 're-think' outside the 'red ocean trap and create new green market spacesto replace each of them.The new Blue Oceans are Green and the tools will help us create new Green market spaces.

This is a strategy that is win win for the business and the consumer. I wish I had this when I first started out.

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