

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

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The "Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant" is a great book for entrepreneurs looking for a framework to help flush out the viability of their ideas. W. Chan Kim and Renee Mauborgne are the authors of this book. W. Chan Kim and Renée Mauborgne are Professors of Strategy at INSEAD and Codirects of the INSEAD Blue Ocean Strategy Institute.

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The official website. Blue Ocean Strategy | Blue Ocean Shift are about how you can create new market space and make the competition irrelevant. It is a roadmap to move you, your team, and your organization to new heights of confidence, market creation and growth.

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The new chapters in the expanded edition of the book deal with the issues of how to develop and align the three strategy propositions of value, profit and people, how to sustain and renew blue ocean strategy at both the business level and the corporate level, and how to avoid red ocean traps that keep organizations anchored in existing market space even as they attempt to create new market space.

Blue Ocean Strategy - Wikipedia

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