

## [BLUE OCEAN STRATEGY BOOK SUMMARY](#)



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Blue Ocean Strategy proposes that businesses can have more success by creating a blue ocean, rather than trying to compete in the red ocean the traditional market space that is filled with feuding competitors. Using in-depth research, and great case studies, such as Cirque du Soleil, and [yellow tail] wine, Blue Ocean Strategy proves that great businesses can be built by reimagining an entire industry.

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There are companies who accomplish this feat and in Blue Ocean Strategy, authors W. Chan Kim and Ren e Mauborgne instruct executives on how to find these markets. Readers will learn about the ways to create uncontested market space via examples from some of the most notable companies of the past 30 years.

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### **Blue Ocean Strategy Summary W Chan Kim getAbstract**

This best-selling business breakthrough by INSEAD strategy and international management professor W. Chan

Kim and INSEAD distinguished fellow and World Economic Forum fellow Rene Mauborgne provides an organized framework for identifying and implementing out-of-the-box blue ocean strategies for all industries.  
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#### **Summary of Blue Ocean Strategy Kim Mauborgne Abstract**

Rather than competing within the confines of the existing industry or trying to steal customers from rivals (Bloody or Red Ocean Strategy) in the HBR of October 2004 W. Chan Kim and Ren e Mauborgne suggest Blue Ocean Strategy: developing uncontested market space that makes the competition irrelevant.  
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#### **Blue Ocean Strategy Wikipedia**

Blue Ocean Strategy is a marketing theory from a book published in 2004 which was written by W. Chan Kim and Ren e Mauborgne, professors at INSEAD.

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#### **Blue Ocean Strategy Prince Sultan University**

Blue Ocean Strategy harvard business review october 2004 page 2 W. Chan Kim (chan.kim@insead.edu) is the Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy

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