

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



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### **Blue Ocean Strategy Goodreads Share book**

I had to read this book for a strategy class. Business strategy is all about how you intend to differentiate yourself from the competition and how you plan to get there. The premise of Blue Ocean Strategy is, as stated on page 4, "Red oceans represent all the industries in existence today. This is the known market space.

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for creating and capturing blue oceans, strategic shift that Blue Ocean Strategy requires. In the book, we also articulate a dynamic renewal

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QUICK SUMMARY: A blue ocean, as described in Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, is a market space

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### **Blue Ocean Strategy Wikipedia**

In 2010, Polish group ThinkTank selected Blue Ocean Strategy as one of the Top 20 books that have shaped Polish Leaders. Blue Ocean Strategy won the Thinkers50 2011 Strategy Award for Best Business Book of the decade and in the same year, it was introduced to the Fast Company Leadership Hall of Fame.

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### **Blue Ocean Strategy Book Review Intrafocus**

The Blue Ocean Strategy authored by W. Chan Kim and Ren e Mauborgne, professors at INSEAD and co-directors of the INSEAD Blue Ocean Strategy Institute.

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