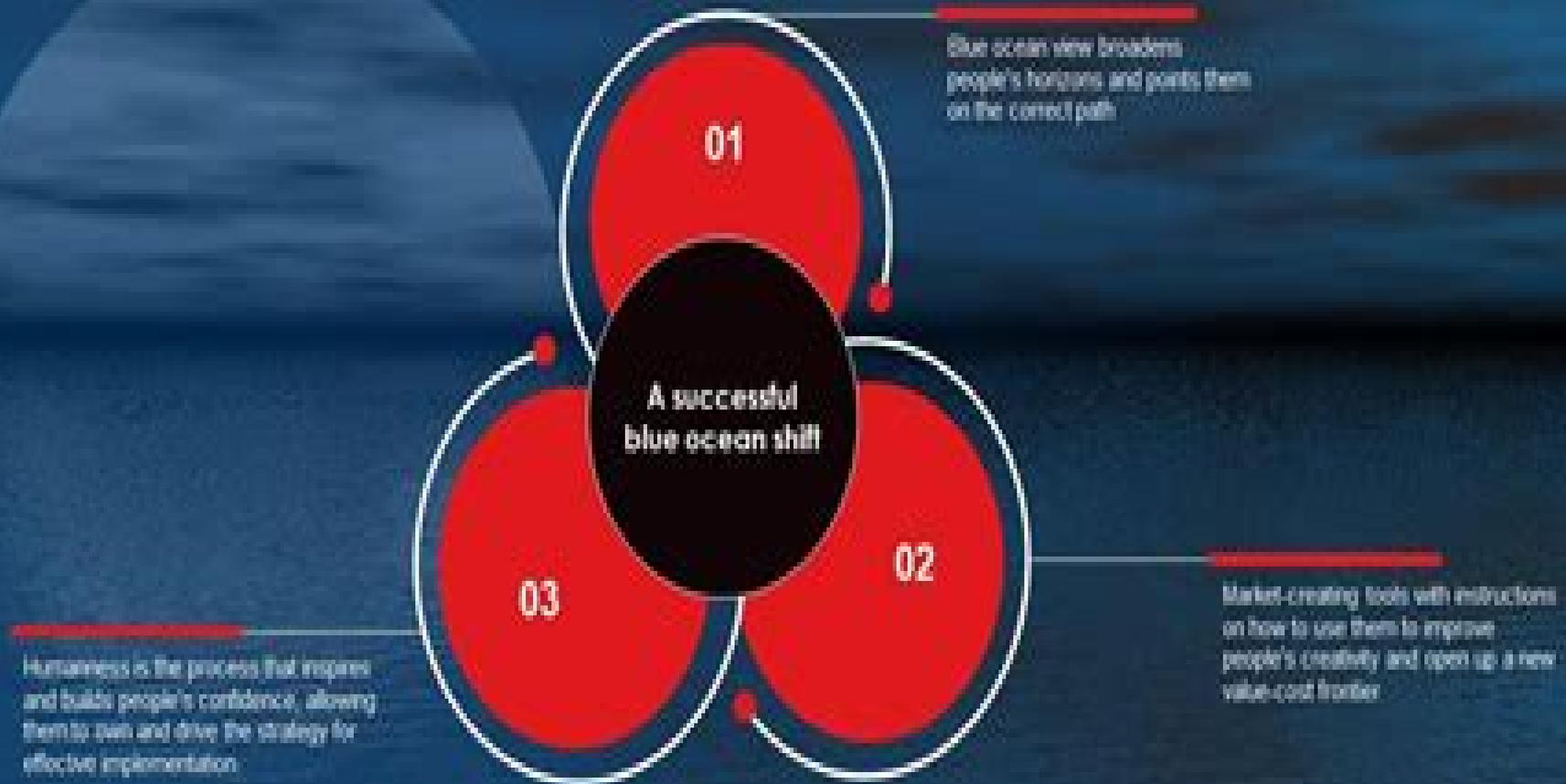


Three key components of a successful blue ocean shift

The template cover 3 key concepts for companies to successfully shift from red to blue oceans. These three components that are useful for adopting a blue ocean perspective, having tools and methodology for market creation, and having a humanistic process.



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Blue Ocean Shift W. Chan Kim, Renee Mauborgne, 2017-09-26 NEW YORK TIMES BESTSELLER 1 WALL STREET JOURNAL BESTSELLER Blue Ocean Shift is the essential follow up to Blue Ocean Strategy the classic and over 4 million copy global bestseller by world renowned professors W Chan Kim and Renee Mauborgne Drawing on more than a decade of new work Kim and Mauborgne show you how to move beyond competing inspire your people s confidence and seize new growth guiding you step by step through how to take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space By combining the insights of human psychology with practical market creating tools and real world guidance Kim and Mauborgne deliver the definitive guide to shift yourself your team or your organization to new heights of confidence market creation and growth They show why nondisruptive creation is as important as disruption in seizing new growth Blue Ocean Shift is packed with all new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book Whether you are a cash strapped startup or a large established company nonprofit or national government you will learn how to move from red to blue oceans in a way that builds your people s confidence so that they own and drive the process With battle tested lessons learned from successes and failures in the field Blue Ocean Shift is critical reading for leaders managers and entrepreneurs alike You ll learn what works what doesn t and how to avoid the pitfalls along the way This book will empower you to succeed as you embark on your own blue ocean journey Blue Ocean Shift is indispensable for anyone committed to building a compelling future

Blue Ocean Shift, 2018 NEW YORK TIMES BESTSELLER 1 WALL STREET JOURNAL BESTSELLER USA TODAY BESTSELLER BLUE OCEAN SHIFT is the essential follow up to Blue Ocean Strategy the classic and 3.6 million copy global bestseller by world renowned professors W Chan Kim and Renee Mauborgne Drawing on more than a decade of new work Kim and Mauborgne show you how to move beyond competing inspire your people s confidence and seize new growth guiding you step by step through how to take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space By combining the insights of human psychology with practical market creating tools and real world guidance Kim and Mauborgne deliver the definitive guide to shift yourself your team or your organization to new heights of confidence market creation and growth They show why nondisruptive creation is as important as disruption in seizing new growth BLUE OCEAN SHIFT is packed with all new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book Whether you are a cash strapped startup or a large established company nonprofit or national government you will learn how to move from red to blue oceans in a way that builds your people s confidence so that they own and drive the process With battle tested lessons learned from successes and failures in the field BLUE OCEAN SHIFT is critical reading for leaders managers and entrepreneurs alike You ll learn what works what doesn t and how to avoid the

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Global Business Strategy: Asian Perspective (Second Edition) Hwy-chang Moon,2022-01-07 As the second edition of Global Business Strategy this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives In this respect the book s overall goal is to bridge the gap between these two different viewpoints This second edition includes more recent business theories techniques and cases within the field of global business strategy Specifically it includes new theories and techniques like creating shared value CSV the global value chain platform strategy and business ecosystem They are shown to be important tools for enhancing competitiveness and maintaining sustainability among firms in today s rapidly changing international business environment This is very much evident today given the critical challenges arising from the trade tensions between the United States and China emerging technologies such as artificial intelligence and digital transformation and the unprecedented disruptions brought on by the coronavirus pandemic We hope that this book will serve as a useful companion for students business practitioners policymakers and the more general readers interested in issues related to competitiveness and business

Blue Ocean Shift Summary You Exec,2017-11-03 Blue Ocean Shift released in early October 2017 is the continuation of the award winning Blue Ocean Strategy a bestselling strategy book based on a study of 150 strategic moves spanning more than a hundred years and thirty industries In this series a red ocean is defined as a saturated market in which companies must compete to survive and blue ocean as a market in which there is little or no competition Blue Ocean Shift focuses on how can corporations bureaucratic organizations non profits among other organizations shift their mindset and products towards a blue ocean Specifically this book addresses the human barriers associated with innovation and change that can exist in large organizations Includes a 30 minute audio summary and 20 slide deck presentation instructions in book

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methodology within the life cycle of a product to ensure environmental compliance and economic goals After covering basic concepts and background Green Supply Chain Management Product Life Cycle Approach discusses green engineering technologies green value chain management and green information management systems The book delivers the knowledge to quantify the environmental impact on supply chains and identify opportunities for making improvements leading to both green engineering and green management of a product **COVERAGE INCLUDES** Mathematical background Green engineering Green materials Environmental design Green procurement vendor selection with risk analysis Green production manufacture and remanufacture in certain and uncertain environments Green logistics recycling with certain and uncertain situations Green customers features and identification End of life management disassembly and reuse Database for life cycle assessment procedure with database Web based information support systems

Built to Innovate: Essential Practices to Wire Innovation into Your Company's DNA Ben M. Bensaou, 2021-09-14 A Thinkers50 Best New Management Book for 2022 Launch your company to the top of its industry by driving and leveraging continuous innovation throughout your organization It's no secret that continuous innovation is the key to seizing and maintaining the competitive edge in today's increasingly challenging business environment Unfortunately the process for achieving this holy grail of business has been a mystery until now *Built to Innovate* delivers a proven system for building relentless innovation into your company's DNA Professor and former Dean of Executive Education at INSEAD and business innovation thought leader Ben M Bensaou explores the essential practices of many of the world's most innovative organizations including BASF AkzoNobel Sabanci Group Recruit Holdings Ecocem Starwood Hotels Domino's Pizza Bayer Marvel Studios Allianz and Fiskars and demonstrates how you can leverage them in your own company This practical guide shows how to Build your execution and innovating engines Master the innovating perspective Launch the three processes of innovating Engage everyone in innovating Generate ideas from the front lines Empower coaches Create a culture of innovating Catalyze the innovating process Keep the ideas flowing You'll learn how to drive innovating in product design and creative use of technology as well as business activities such as business model redesign customer service distribution finance talent development and sales The big question on the mind of every business leader today is What can I do to create extra value for my company and the customers we serve *Built to Innovate* provides everything you need to transform your organization into an innovating engine that continually produces new products and processes to generate enormous new value for you and for the customers you serve

[Summary of Blue Ocean Strategy](#) Better Business Summaries, 2016-09-19 *Blue Ocean Strategy How to Create Uncontested Market Space and Make the Competition Irrelevant* Blue Ocean Strategy Expanded Edition How to Create Uncontested Market Space and Make the Competition Irrelevant acts as a 2015 version to update the original text covering business strategy first published in 2005 This is a classic handbook offering practical strategies for business students or entrepreneurs who want to get ahead of the competition break new ground in uncharted territory and earn access to widespread opportunities for growth as well as gain

a previously under utilized base of customers Typically businesses will mistakenly focus upon competitors when creating strategies A business that is labelled as a blue ocean however will shift their focus to creating value for their customers which could include those customers yet to be attained Blue ocean is terminology which comes from picturing new market space as crystal clear blue waters of unexplored ocean Conversely a red ocean describes the antithesis where frequent and heavy competition creates a red or bloody rivalry This is a summary and analysis of the book and NOT the original book This Book Contains Summary Of The Entire Book Chapter By Chapter Breakdown Analysis Of The Reading Experience Download Your Copy Today *Harvard Business Review* ,2005 [Blue Ocean Shift: Beyond Competing \(Blinkist Summary\)](#) ,2019 Many 476536564 leaders feel resigned to aggressively fending off competitors in their rise to the top But in their 2017 book Blue Ocean Shift W Chan Kim and Ren e Mauborgne posit that it doesn t have to be that way In fact they suggest that it s often smarter to steer your organization away from a fiercely competitive space or a red ocean and move instead towards a new market with abundant opportunities a blue ocean In this audiobook summary get tips and tools gleaned from Blue Ocean Shift that can help you strategically navigate into your very own blue ocean Explore how a blue ocean strategist thinks how to uncover customers hidden pain points how to infuse your company and its shift with humanness and more Note This audiobook summary was produced by Blinkist We are pleased to host this content in our library

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