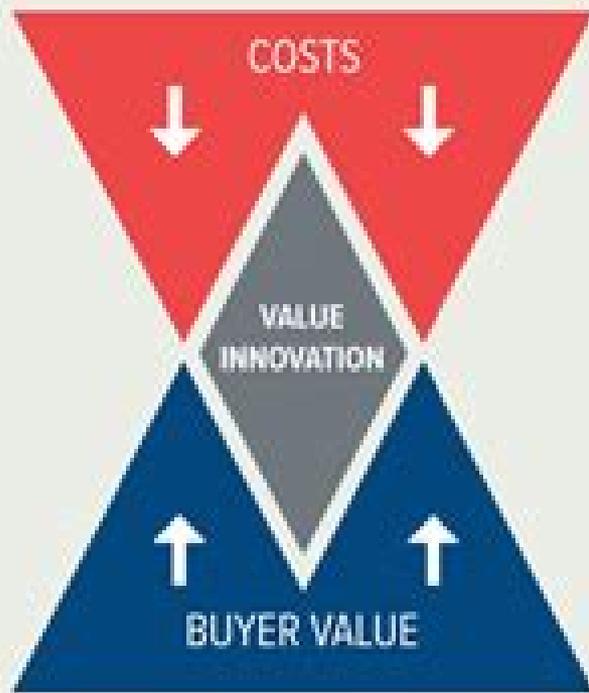


WHAT IS A BLUE OCEAN STRATEGY?

A Visual Explanation

W. Chan Kim and Renée Mauborgne who wrote the now famous book 'Blue Ocean Strategy'. A Blue Ocean represents uncontested market space where there is no or little competition. In contrast, a Red Ocean is where everyone is competing and markets have well defined boundaries. A Blue Ocean Strategy creates new where none existed in the past. Examples, include Nintendo Wii and Cirque De Soleil.



RED OCEAN STRATEGY

FOCUS ON CURRENT CUSTOMERS

- Compete in existing markets
- Beat the competition
- Exploit existing demand
- Make the value-cost trade-off
- Align the whole system of a firm's activities with its strategic choice of differentiation OR low cost

VS

RED OCEAN STRATEGY

FOCUS ON NONCUSTOMERS

- Create uncontested markets to serve
- Make the competition irrelevant
- Create and capture new demand
- Break the value-cost trade-off
- Align the whole system of a firm's activities in pursuit of differentiation AND low cost

Blue Ocean Strategy From Theory To Practice Bing

Thomas Griffiths



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Reviewing **Blue Ocean Strategy From Theory To Practice Bing**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Blue Ocean Strategy From Theory To Practice Bing**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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