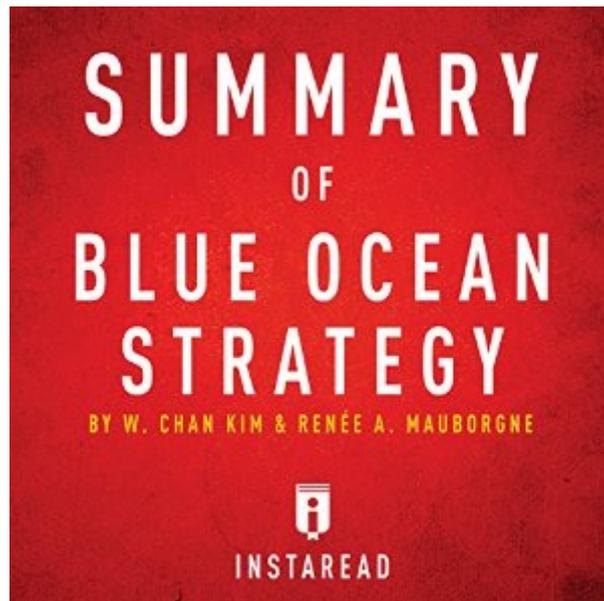


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# Summary Of Blue Ocean Strategy By W. Chan Kim And Renée A. Mauborgne: Includes Analysis



## Synopsis

Blue Ocean Strategy is the 2015 update to the classic business strategy text of the same name originally published in 2005. The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. Most businesses make the mistake of focusing on their competitors when developing strategies. A "blue ocean" business, on the other hand, focuses on how to create new value for customers, the base of which may be people who are not yet customers of this business' core industry. The term blue ocean is derived from the idea that an area of unexplored market space is like the clear, blue waters of an undisturbed portion of ocean. Please note: This is key takeaways and analysis of the book and not the original book.

## Book Information

Audible Audio Edition

Listening Length: 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Instaread

Audible.com Release Date: August 29, 2016

Language: English

ASIN: B01L06L132

Best Sellers Rank: #49 in Books > Audible Audiobooks > Nonfiction > Study Aids #265

in Books > Business & Money > Processes & Infrastructure > Strategic Planning #314 in Books > Business & Money > Management & Leadership > Systems & Planning

## Customer Reviews

I've read several business strategy books and found this summary of The Blue Ocean Strategy a refreshing take on how markets work and how to influence them in order to promote your brand. This book focuses on consumer driven needs and desires as opposed to the old strategy of the company setting the direction of the market dynamic. This Instaread provides an excellent analysis and hits all the high points in the key takeaways section. I was given this title for review purposes and highly recommend it as a companion to the full text, or as a stand alone for those wishing a quick read.

This is an overview of the actual book "Blue Ocean Strategy." Kind of like an abbreviated "Cliff's Notes"™ for the FULL book. It provides a potential reader enough information regarding the book's content to determine if we want to invest the extra money and time to actually buy and read the entire book. This is an expanded reprint of the author's original 2005 book on how to compete and maximize your marketing efforts in a modern, evolving international marketplace. At .99 cents, this summary is a good value, which is one of the reasons I have personally found Instaread to be a useful service.

Being a big fan of Nintendo, I was always hoping to see what they would do next. However, year after year, their hardware was not supporting the innovations I was seeing in their software. Then they announced they would be taking a "Blue Ocean" strategy on their next home console. That home console was the Wii. In case you are not familiar with it, the Wii went on to become the bestselling console in the history of video games. All because of this Blue Ocean strategy. What this book does is not only tell you what the blue ocean is, but some of the major steps it will take to follow a Blue Ocean strategy. The Blue Ocean strategy is basically turning left when every one else is turning right. Instead of competing for the same old customers, you pivot your company, move to new waters and find a wide open blue ocean full of new customers that no one is competing for! I have found the companies that do this are the most exciting to watch because they are always innovating! I am grateful for this summary that was sent to me in exchange for an honest review, as I really enjoyed getting to know more in depth methods to achieve the Blue Ocean strategy. Pretty neat stuff for business minded people!

"Blue Ocean Strategy, Expanded Edition," is the 2015 update to the classic business strategy text of the same name originally published in 2005. The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. This Instaread explores the concept of creating value, as opposed to being better than the rest. Instaread boils down this business textbook into a short and easy read, with 9 key takeaways. These highlights from "Blue Ocean Strategy" are concise and to the point, and cover topics such as how to construct a blue ocean strategy, why it is important, and why no company should permanently remain in the blue ocean. I was given a copy of this book to review.

Summary of Blue Ocean Strategy by W. Chan Kim and Renee A. Mauborgne by Instaread is an in

depth analysis of a book that focuses on how to create new value for consumers rather than focusing on the competition, in an age when consumers, not companies, determine the direction of markets. It has valuable insights into whatâ™s needed to be successful in todayâ™s world, where companies must constantly seek new ideas or they will fall by the wayside. This 15-minute summary is a great way to get a look inside a book before you buy; a way to save time and money in a marketplace with so many books to choose from. I received a complimentary copy of this book in exchange for my unbiased review.

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