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Inspire
Confidence
And Seize

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Review /

Summary) Blue

Ocean Shift:
Beyond Competing
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Ocean Strategy
Summary ~~W. Chan~~
~~Kim on BLUE~~

~~OCEAN SHIFT~~ Blue
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~~How To Create
Uncontested
Market Space And
Proven Steps
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Make Competition
Irrelevant Make
the competition
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OCEAN STRATEGY

~~by W.C. Kim and
R. Mauborgne Key
Ideas Found In
The Book BLUE
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+ Renee
Mauborgne +
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'Blue Ocean
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to business Stop
Competing \u0026
Start Creating:
How to Be
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Renée Mauborgne~~
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Business Model
Canvas - 9 Steps
to Creating a
Successful

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~~Business Model -
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a Strategy

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~~Cirque du Soleil~~

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~~Strategy Example~~

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~~Sales Managers~~
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and

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(Audiobook) by

Renee Mauborgne,

W. Chan Kim Why

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The Book Blue

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**Forget the
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Make a BLUE

OCEAN SHIFT *How
Wawa Seized New
Growth in the
Retail Industry
Understanding
The Blue Ocean
Strategy*

Blue Ocean
Strategy, Create
New Markets and
Leave the
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Behind | Renée

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~~How To Create A
Blue Ocean: Look
Across~~

~~Alternative~~

~~Industries Blue
Ocean Shift~~

~~Beyond Competing~~

~~Blue Ocean~~

Shift: Beyond

Competing -

Proven Steps to

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Confidence and

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Seize New Growth

Hardcover - 21

Sept. 2017 by

Renee Mauborgne

(Author), W.

Chan Kim

(Author) 4.6 out

of 5 stars 193

ratings

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~~...~~

BLUE OCEAN SHIFT

takes the
groundbreaking

principles of

their original
work and offers

a smart,

systematic plan

to help any
organization

move from

competing in

existing markets

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to creating new
markets
altogether. You
needn't be an
entrepreneur or
techie to take
advantage of
these insights.

Growth

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“Beyond ocean
shift is a
systematic
process to move
your
organization
from cutthroat
markets with
bloody
competition—what
we think of as
red oceans full
of sharks—to
wide-open blue

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oceans, or new
markets devoid
of competition,
in a way that
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people along.” —

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Overview: Blue
Ocean Shift
Today, every
industry faces
the challenges
of rising costs,
intense
competition, and
rapid changes. A

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“red ocean” is a saturated market where organizations must compete to survive. A “blue ocean” is a market with little/no competition.

~~Book Summary~~
~~Blue Ocean Shift~~
~~÷ Beyond~~

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Competing

On the other
hand, a fair and
thorough reading

of Blue Ocean

Shift will
reveal a
systematic

approach and
guidelines for
competing more
effectively in
existing
markets,

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creating whole
new markets, and
helping your
organization
create an
innovation
approach
tailored to its
strengths and
unique
opportunities.

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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

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applying the
process and
tools outlined
in the book.

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startup or a
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established
company,
nonprofit or
national
government, you
will learn how

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to move from red
to blue oceans
in a way that
builds your
people's
confidence so
that they own
and drive the
process.

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follow up to
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classic and over

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global
bestseller by
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Kim and Renée
Mauborgne.

Drawing on more
than a decade of
new research,
Blue Ocean Shift
is the
definitive guide
to help you move

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competing,
inspire your
people's
confidence, and
seize new
growth.

~~What is Blue
Ocean Shift? |
About Blue Ocean
Shift~~

Blue Ocean
Shift: Beyond

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Competing -
Proven Steps to
Inspire
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Seize New Growth
This short
summary is a
snapshot of the
five steps to
making a blue
ocean shift. Be
sure to check
out our book for
detailed

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guidance on how
to implement
each step and
use the tools,
including what
works and what
doesn't, so you
can achieve
success.

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Making A Blue
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is based on our
nearly 30-year
research journey
to the blue
ocean in which
we studied
organizations

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large and small,
for-profit,
nonprofit, and
governments that
moved beyond
competing in
existing crowded
markets—what we
think of as red
oceans—to new
heights of
confidence,
market creation,
and growth.

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Steps to Inspire~~

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Confidence And
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But have you
ever thought
there could be a
way to escape
and move into a
blue ocean, that
is, away from
competition?

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Beyond decades
of the authors'
practical
experience,
these blinks
show you how to
venture out into
new waters by
making a blue
ocean shift,
that is, a shift
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competitive
industry

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environment to
new markets full
of
opportunities.

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Inspire

Confidence and
Seize New Growth
by W. Chan Kim:

Conversation

Starters

Building on the
principles

explored in the
international
bestseller Blue
Ocean Strategy,
this second book
written by

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INSEAD

professors W.

Chan Kim and

Renee Mauborgne

gives detailed

instructions on

how to identify

and tap new

markets and

opportunities.

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in a way that
builds your
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that they own
and drive the
process.

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of sharks—to
wide-open blue
oceans, or new
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of competition,
in a way that
brings your
people along.”

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Many business
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 Renée
Mauborgne posit
that it

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doesn't...

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inspire your

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growth, guiding
you step-by-step
through how to
take your ...

Growth

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people's

confidence, and

seize new

growth, guiding

you step-by-step

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with practical
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deliver the
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to shift
yourself, your
team, or your
organization to
new heights of
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market creation,
and growth. They

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show why
nondisruptive
creation is as
important as
disruption in
seizing new
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industries and

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in a way that
builds your
people's
confidence so
that they own
and drive the
process. With
battle-tested

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from successes
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the field, BLUE
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alike. You'll
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to avoid the

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the way. This
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journey. BLUE
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committed to
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compelling

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future.

Competing Proven Steps

Ten years ago,
world-renowned
professors W.
Chan Kim and
Renee Mauborgne
broke ground by
introducing
"blue ocean
strategy," a new
model for

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discovering
uncontested
markets that are
ripe for growth.

In this bound
version of their
bestselling
Harvard Business
Review classic
article, they
apply their
concepts and
tools to what is
perhaps the

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greatest
challenge of
leadership:
closing the gulf
between the
potential and
the realized
talent and
energy of
employees.

Research
indicates that
this gulf is
vast: According

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to Gallup, 70% of workers are disengaged from their jobs. If companies could find a way to convert them into engaged employees, the results could be transformative. The trouble is, managers lack a clear

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Understanding of
what changes
they could make
to bring out the
best in

everyone. In
this article,
Kim and

Mauborgne offer
a solution to
that problem: a
systematic
approach to
uncovering, at

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each level of
the
organization,
which leadership
acts and
activities will
inspire
employees to
give their all,
and a process
for getting
managers
throughout the
company to start

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doing them. Blue ocean leadership works because the managers' "customers"—that is, the people managers oversee and report to—are involved in identifying what's effective and what isn't. Moreover, the approach doesn't

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require leaders to alter who they are, just to undertake a different set of tasks. And that kind of change is much easier to implement and track than changes to values and mind-sets. The Harvard Business

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idea that
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shape best
practices and
inspire
countless
managers around
the world—and
will have a
direct impact on
you today and
for years to
come.

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show you how to
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inspire your
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deliver the
definitive guide
to shift
yourself, your
team, or your
organization to

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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

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leaders in
diverse
industries and
organizations
made the shift
and created new
markets by
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critical reading
for leaders,
managers, and
entrepreneurs
alike. You'll

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for anyone
committed to
building a
compelling
future.

Confidence And

As established
markets become
less profitable,
companies
increasingly
need to find
ways to create
and capture new

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markets. Despite
much investment
and commitment,
most firms

struggle to do
this. What,
exactly, is
getting in their
way? The authors

of the best-
selling book
Blue Ocean
Strategy have
spent over a

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decade exploring
that question.

They have seen
that the trouble
lies in

managers' mental
models--ingrain
ed assumptions

and theories
about the way
the world works.

Though these
models may work
perfectly well

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in mature
markets, they
undermine
executives'
attempts to
discover
uncontested new
spaces with
ample potential
(blue oceans)
and keep
companies firmly
anchored in
existing spaces

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where
competition is
bloody (red
oceans). This
article
describes how to
break free of
these red ocean
traps. To do
that, managers
need to: (1)
Focus on
attracting new
customers, not

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pleasing current
customers; (2)

Worry less about
segmentation and

more about what
different

segments have in
common; (3)

Understand that
market creation
is not

synonymous with
either

technological

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innovation or
creative
destruction; and
(4) Stop

focusing on
premium versus
low-cost
strategies. The
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make seminal

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a groundbreaking

idea that

continues to

shape best

practices and

inspire

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Countless
managers around
the world--and
will have a
direct impact on
you today and
for years to
come.

Growth

Argues against
common
competitive
practices while
outlining

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Ocean Shift

recommendations
based on the
creation of
untapped market
spaces with
growth
potential.

Seize New
Growth

Many 476536564

leaders feel

Page 89/100

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resigned to aggressively fending off competitors in their rise to the top. But in their 2017 book, *Blue Ocean Shift*, W. Chan Kim and Renée Mauborgne posit that it doesn't have to be that way. In fact,

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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

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"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

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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
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changed the
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language of
business with
their

pathbreaking

"blue ocean
strategy," a
model for

creating

uncontested
markets that

unlock new
demand and new
opportunities

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for growth. This
book brings
together three
of their classic
blue ocean

strategy
articles, all
first published
in Harvard

Business Review.

"Blue Ocean
Strategy"

highlights the
distinct

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differences
between market-
competing (red
ocean) and
market-creating
(blue ocean)
strategy and
what it takes to
create the new
markets of
tomorrow. In
"Red Ocean
Traps," Kim and
Mauborgne reveal

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the faulty
assumptions that
keep managers
tethered to
existing
overcrowded
markets (red
oceans). "Blue
Ocean

Leadership"
applies the
concepts and
analytic
frameworks of

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blue ocean
strategy to an
innovative
leadership
approach that
releases
employees'
untapped talent
and energy while
conserving their
most precious
resource--time.
This collection
is the ideal

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Ocean Shift

Beyond, or
refresher, for
creating more
blue oceans.

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Confidence And

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