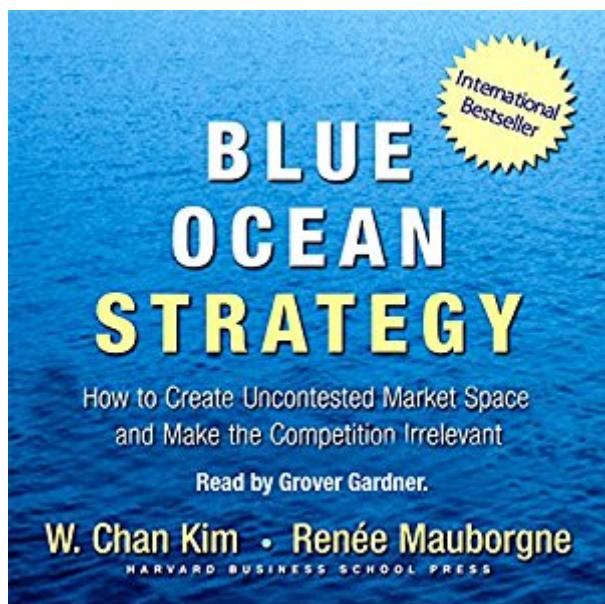


The book was found

Blue Ocean Strategy: How To Create Uncontested Market Space And Make Competition Irrelevant



Synopsis

Winning by not competing! This international best seller upends traditional thinking with principles and tools to make the competition irrelevant. In an audiobook that challenges everything you thought you knew, W. Chan Kim and Renee Mauborgne assert that tomorrow's leading companies will succeed, not by battling their rivals for market share in the bloody "red ocean" of a shrinking profit pool, but by creating "blue oceans" of untapped new market spaces ripe for growth. Based on a study of 150 strategic moves, spanning more than 100 years and 30 industries, they provide a systematic approach that every company can use to render rivals obsolete and unleash new demand:
Reconstruct market boundaries
Focus on the big picture
Reach beyond existing demand
Get the strategic sequence right
Overcome organizational hurdles
Build execution into strategy

Book Information

Audible Audio Edition

Listening Length: 6 hours and 32 minutes

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Version: Unabridged

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Customer Reviews

One of the best business books I've ever read. Such good practical advice in this book, I almost want to trash it to keep the competition from reading it ;) What this book does best is give you a formula to think about things you may not have considered in your drive to compete with other companies in your space. The sign of a good book is one in which stands up to the test of time. I read this book and it felt like it could have been written yesterday. I got halfway through and decided to check the publication date. I was shocked to find out how many years ago it was written. The only thing that gives away its age are the examples it uses. However, I think that adds to the value because we all know what eventually happened with those companies and in many cases they

failed because they got away from the principles in this book.

I recently listened to, "Blue Ocean Strategy - How to create uncontested market space and make the competition irrelevant" by Chan Kim and Renee Mauborgne. The title really tells it all. The book talks about creating uncontested market space on the theory that contested market space is very difficult to make money on. It is now one of my favourite books. There is no such thing as riskless strategy. Strategy always has to involve both opportunity and risk but the present playing field is dramatically unbalanced in favour of tools and analytical frameworks exceeded in existing businesses. As long as this remains true, existing businesses will continue to dominate companies' strategic agenda even if it is a business imperative for creating new initiatives and takes on a new urgency. One thing that I like about the book is that it uses multiple examples of companies who have revolutionized the industry that they are in by creating brand new markets and brand new spaces. For example, they talk about the automobile business moving from the Model T to General Motors, to small fuel efficient Japanese cars to the Chrysler mini-van, etc. One of the most interesting stories was about the Japanese hair cut that used to cost \$40 to \$50 and included everything from a shoulder and scalp massage to shampoo, etc., but generally took an hour and subjected the customers to long waits. When a chain of barber shops went into Japan offering no appointments and traditional haircutting like we are accustomed to in North America, the chain thrived in a big way. This example explains part of what the book proposes. The key is to look at what is really being offered and look at what parts you can dramatically improve. Often you can end up with lower costs while at the same time adding more value to the customer. In the case of the barbershop, they were able to reduce the cost by not having to spend as long on each customer, not serving tea, etc. While at the same time, reducing the customers' waiting time which is an important commodity. The customers were not valuing the extras as much as they were valuing having their hair cut. Great thesis/theory. Tougher implement though. Good because it makes you think though.

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