



Blue Ocean Shift : Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth

By W. Chan Kim

Hachette Book Group USA Nov 2017, 2017. Audio-CD. Condition: Neu. Neuware - Ten years in the making, BLUE OCEAN SHIFT is the essential follow up to the classic and 3.6 million copy global bestseller Blue Ocean Strategy, showing managers--through case studies, illustrations and stories-- how you can move your business from Red Ocean (crowded with competition) to Blue Ocean (creating your own competition-free area). Based on a decade of study and analysis, Blue Ocean Shift is the step-by-step guide to move beyond competition to create and capture new markets, moving from cutthroat 'red oceans' to wide open 'blue oceans,' an essential follow-up to the classic global bestseller Blue Ocean Strategy. Blue Ocean Strategy was a phenomenon that sold 3.6 million copies in 44 countries, and it defined the patterns that separate 'market-competing moves' -- what W. Chan Kim and Renee Mauborgne call red ocean strategy -- from 'market-creating moves' -- what the authors call blue ocean strategy, all terms that have become part of the business vernacular. Individuals, governments, companies, and nonprofits around the globe started to look at their world through the lens of red and blue oceans. Established organizations saw themselves as in a red ocean, with a call...



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This book may be worth purchasing. It typically fails to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

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