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

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“ Blue ocean shift is a systematic process to move your organization from cutthroat markets with bloody

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Confidence and Seize New Growth competition—what we think of as red oceans full of sharks—to wide-open blue oceans, or new markets devoid of competition, in a way that brings your people along. ” — 1 likes

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Overview: Blue Ocean Shift Today, every industry faces the

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challenges of rising costs, intense competition, and rapid changes. A “ 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 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, 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 applying the process and tools outlined in the book. Whether you are a cash-strapped startup or a large, established company, nonprofit or national government, you will learn how 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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Blue Ocean Shift is the essential follow up to Blue Ocean Strategy, the classic and over 4-million-copy global bestseller by world-renowned professors Chan Kim and Renée Mauborgne. Drawing on more than a decade of new research, Blue Ocean Shift is the definitive guide to help you move beyond competing, inspire your people ' s confidence, and seize new growth.

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

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

~~Five Steps to Making A Blue Ocean Shift | Blue Ocean Shift~~
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is based on our nearly 30-year research journey to the blue ocean in which we studied organizations 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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But have you ever thought there could be a way to escape and move into a blue ocean, that is, away from competition? Based on decades of the authors' practical experience, these blinks show you how to venture out into new waters by

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making a blue ocean shift, that is, a shift from a competitive industry environment to new markets full of opportunities.

~~Blue Ocean Shift: Beyond Competing (Blinkist Summary)~~

Blue Ocean Shift: Beyond Competing - Proven Steps to 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 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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examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book. Whether you are a cash-strapped startup or a large, established company, nonprofit or national government, you will learn how 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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“ Blue 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 oceans, or new markets devoid of competition, in a way that brings your people along. ”

~~Blue Ocean Shift Quotes by W. Chan Kim—Goodreads~~

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 doesn't...

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