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The Explainer: Blue Ocean Strategy

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Blue Ocean Strategy, Create  
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To apply the blue ocean  
strategy to your site,

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you'll need to find ways to deviate from the script. Step 2: Cover Aspects or Topics None of Your Competitors Are Touching Often, the simplest way to tap into a blue ocean is to expand your focus to topics

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that you've never covered before.

~~How to Use the Blue Ocean Strategy to Revitalize Your Blog ...~~

The premise on which the Blue Ocean Strategy thesis



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is built, is a simple one. Create a new market space through innovating on the value you give to the customer. This, the authors refer to as the cornerstone of the Blue Ocean Strategy.

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~~Blue Ocean Strategy,  
Expanded Edition: How to  
Create ...~~

Blue ocean strategy, also referred to as Blue Ocean Shift, is a marketing strategy where there is a single firm selling a

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differentiated product or  
there can be very few firms  
selling products that are  
differentiated in the  
market. Also, as there is no  
competition, there is no  
pricing pressure because of  
lack of competition in the

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market. Uncontested Market  
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~~How to create a Monopoly in~~

...

Blue ocean strategy is about  
creating new demand Red  
ocean strategy is a market-

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Competing strategy where  
profit and growth decline  
while competition increases

Blue ocean strategy is  
taking the opportunity to  
grow rapidly and profitably  
Red ocean strategy competes  
over customers

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~~Blue Ocean Strategy: How to  
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Irrelevant~~  
~~differentiate from the  
competition~~

Summary Of The Blue Ocean  
Strategy. This strategic  
planning model is a  
departure from the typical

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management exercise that focuses on number crunching and competitive benchmarking. Rather than attempting to gain more share in an already saturated market, Blue Ocean Strategy is about creating

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demand in a growing, uncontested market and capturing this uncontested space. Here are key points of the Blue Ocean Strategy: It's more than theoretical.

~~The Blue Ocean Strategy~~

*Page 24/51*



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~~Summary (With 3 Examples)~~

Blue Ocean Strategy is all about devising and acquiring the uncontested market forum by spawning a new demand. Since the industries are in a state of non-existence, there is absolutely no

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relevance of peer  
comparison. The strategy  
bags the new demand by  
familiarizing unique  
products with advanced  
features that stand apart  
from the crowd.

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~~What is Blue Ocean Strategy?~~

~~Examples, Pros & Cons . . .~~

A blue ocean exists when there is potential for higher profits, as there is now competition or irrelevant competition. The strategy aims to capture new

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demand, and to make  
competition irrelevant by  
introducing a product with  
superior features. It helps  
the company in make huge  
profits as the product can  
be priced a little steep  
because of its unique

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features. Let's understand  
Blue Ocean strategy with the  
help of an example. Apple  
ventured into digital music  
in 2003 with its product  
iTunes.

~~What is Blue Ocean Strategy?~~

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~~Definition of Blue Ocean ...~~

Ultimately Blue Ocean strategy is about a different mindset. Unless the Blue Ocean initiative is conducted by people with the distinctive opportunity-based thinking that is at

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the foundation of... Market  
Space And Make Compeon  
~~Moving To Blue Ocean  
Strategy: A Five Step  
Process To Make ...~~

Recognized as one of the  
most iconic and impactful  
strategy books ever written,

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Blue Ocean Strategy argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. It presents a systematic approach to making the competition



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irrelevant and outlines Market  
principles and tools any  
organization can use to  
create and capture their own  
blue oceans.

~~What is Blue Ocean Strategy~~  
~~| About Blue Ocean Strategy~~

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The official website. Blue Ocean Strategy | Blue Ocean Shift are about how you can create new market space and make the competition irrelevant. It is a roadmap to move you, your team, and your organization to new

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heights of confidence,  
market creation and growth.

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Ocean Shift | Create Blue~~

~~...~~

Blue Ocean Strategy

Competing in overcrowded

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industries is no way to  
sustain high performance.  
The real opportunity is to  
create blue oceans of  
uncontested market space.

~~Blue Ocean Strategy~~  
~~Harvard Business Review~~

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Blue Ocean Strategy, in simple terms refer to conducting business in areas which have presently zero or minimal competition. Instead of fighting for space in an ocean full of many players, shift your business or

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activities to a place where  
you would be the market  
leader.

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~~Understanding the Blue Ocean  
Strategy | StartupStorey ...~~

Blue Ocean Strategy is a  
book published in 2004

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written by W. Chan Kim and  
Renée Mauborgne, professors  
at INSEAD, and the name of  
the marketing theory  
detailed on the book.. They  
assert that these strategic  
moves create a leap in value  
for the company, its buyers,

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and its employees while  
unlocking new demand and  
making the competition  
irrelevant.

~~Blue Ocean Strategy~~

~~Wikipedia~~

The Blue Ocean strategy is

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focused on value innovation which is defined as "making the competition irrelevant by creating a leap in value for your buyers and your company, thereby opening up new and uncontested market space". It means not cutting

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Costs or adjusting your product to be able to compete but changing your value proposition.

~~Blue Ocean Strategy: How to Create Uncontested Market~~

...

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Recognized as one of the most iconic and impactful strategy books ever written, BLUE OCEAN STRATEGY, now updated with fresh content from the authors, argues that cutthroat competition results in nothing but a

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bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not

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but from creating "blue  
oceans" --untapped new market

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There are two ways to create blue oceans. The first way, as happened in a few cases, is when a company gives rise to an entirely new industry. An excellent example of a blue ocean strategy is eBay, who did it with the online

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~~Blue ocean strategy; how to  
turn a red ocean into a blue  
ocean~~

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trying to beat the  
competition. Focus on value  
innovation: instead of  
trying to beat the

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competition, you make the competition irrelevant by creating a leap in value for buyers and your company, thereby opening up new and uncontested market space.

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