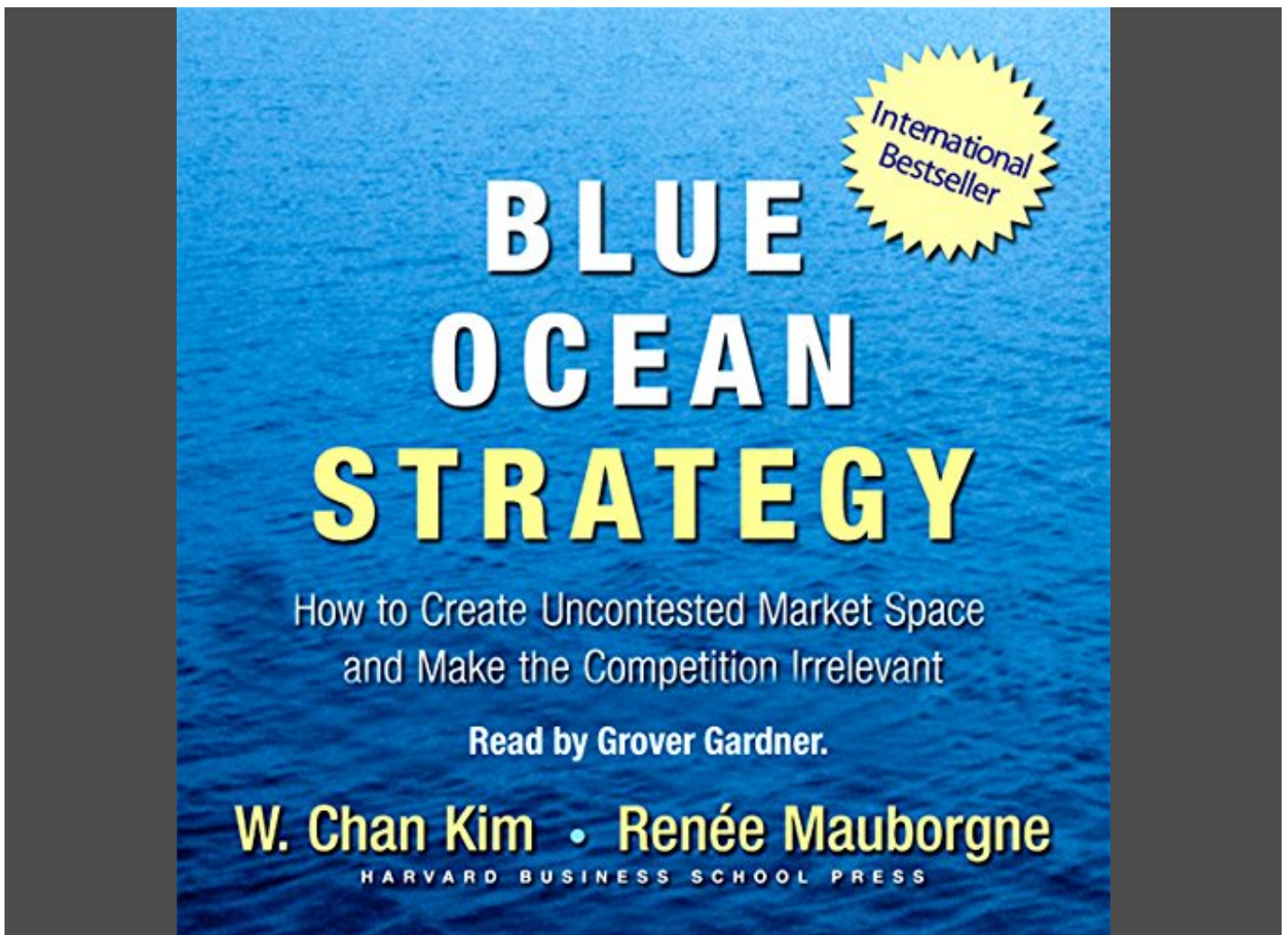


# PDF | Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant

by **W. Chan Kim and Renee Mauborgne**



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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



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