

# Blue Ocean Strategy Expanded Edition How To Create Uncontested Market Space And Make The Competition Irrelevant

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\*Blue Ocean Strategy is a: \*Value Innovation Strategy - competes in an uncontested market space \*"Combination Strategy ": pursue differentiation while controlling costs \*Achieved via the delivery of features that have a highest marginal benefit to customer needs Blue Ocean Strategy vs Traditional Competitive Strategies 8

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executing this strategy cannot create a sustainable competitive advantage They admit to this and discuss the Body Shop as one example Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant Blue Ocean Strategy: How to Create Uncontested Market Space and Make

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expanded edition of Blue Ocean Strategy, Harvard Business Review Press, 2015 W Chan Kim and Renée Mauborgne are professors of strategy at INSEAD and co-directors of the INSEAD Blue Ocean Strategy Institute They are the authors of Blue Ocean Strategy, which has sold over 36 million copies and is recognized as one of the most

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- Kim, W Chan and Mauborgne, Renée, Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press, revised 2015
- Levitt, Stephen D and Dubner, Stephen J, Freakonomics: A Rouge Economist Explores the Hidden Side of Everything, HarperCollins, 2005

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