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Shift Beyond

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## Confidence And

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Book BLUE OCEAN  
SHIFT (Book  
Review / Summary)  
Blue Ocean Shift:  
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Mauborgne) Blue  
Ocean Strategy  
Summary W. Chan  
Kim on BLUE

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Ocean Strategy:  
How To Create  
Uncontested Market  
Space And Make  
Competition  
Irrelevant Make the  
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irrelevant: BLUE  
OCEAN

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Book BLUE OCEAN  
SHIFT 6 Ways To  
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+ Entrepreneurship  
Applying the 'Blue  
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approach to

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~~Beyond Stop  
Competing \u0026  
Start Creating: How  
to Be Uniquely  
Successful With  
Renée Mauborgne  
Blue Ocean Shift  
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Growth |

가 | ,

ZERO TO  
ONE by Peter Thiel  
| Core Message



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Relentless Focus  
On 12 Key  
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Sales Meetings  
& Coaching~~

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~~W. Chan Kim Why~~

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~~Ocean Shift Forget~~

~~the Competition.~~

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OCEAN SHIFT How  
Wawa Seized New  
Growth in the Retail  
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Understanding The  
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Strategy, Create  
New Markets and  
Leave the  
Competition Behind  
| Renée

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Mauborgne | WOBI

~~How To Create A~~

~~Blue Ocean: Look~~

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and Seize New

Growth Hardcover –

21 Sept. 2017 by

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Renee Mauborgne  
(Author), W. Chan  
Kim (Author) 4.6  
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BLUE OCEAN  
SHIFT takes the  
groundbreaking  
principles of their  
original work and

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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 competition—what we think of as red oceans full of sharks—to wide-



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open blue oceans,  
or new markets  
devoid of  
competition, in a  
way that brings  
your people along.”  
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Overview: Blue Ocean Shift Today, every industry faces the 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

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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

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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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Beyond Competing.  
—Free Online~~

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Library

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

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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

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the process.

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the essential follow  
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new research, Blue  
Ocean Shift is the  
definitive guide to  
help you move  
beyond competing,

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Inspire your  
people's  
confidence, and  
seize new growth.

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Shift? | About Blue  
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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

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is based on our  
nearly 30-year  
research journey to  
the blue ocean in  
which we studied

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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



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experience, these  
blinks show you  
how to venture out  
into new waters by  
making a blue ocean  
shift, that is, a shift  
from a competitive  
industry  
environment to new  
markets full of  
opportunities.

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Growth by W. Chan  
Kim: Conversation

Starters Building on

the principles

explored in the

international

bestseller Blue

Ocean Strategy,

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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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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

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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-

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open blue oceans,  
or new markets  
devoid of  
competition, in a  
way that brings  
your people along.”

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Quotes by W. Chan  
Kim — Goodreads~~

Many business  
leaders feel  
resigned to  
aggressively



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fending off competitors in their rise to the top. But in their 2017 book, *Blue Ocean Shift*, W. Chan Kim and Ren é e Mauborgne posit that it doesn't..

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Drawing on more  
than a decade of

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Beyond work, Kim and  
Mauborgne show  
you how to move  
beyond competing,  
inspire your  
people's confidence,  
and seize new  
growth, guiding you  
step-by-step  
through how to take  
your ...

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