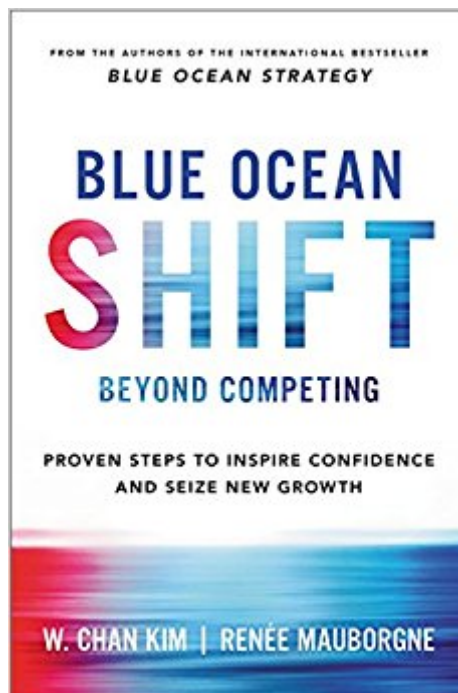




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# Blue Ocean Shift: Beyond Competing - Proven Steps To Inspire Confidence And Seize New Growth



## Synopsis

BLUE OCEAN SHIFT is the essential follow up to Blue Ocean Strategy, the classic and 3.6 million copy global bestseller by world-renowned professors Chan Kim and Renée Mauborgne. Drawing on more than a decade of new 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 organization from a red ocean crowded with competition to a blue ocean of uncontested market space. By combining the insights of human psychology with practical market-creating tools and real-world guidance, Kim and Mauborgne deliver the definitive guide to shift yourself, your team, or your organization to new heights of confidence, market creation, and growth. They show why nondisruptive creation is as important as disruption in seizing new growth. 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. With battle-tested lessons learned from successes and failures in the field, BLUE OCEAN SHIFT is critical reading for leaders, managers, and entrepreneurs alike. You'll learn what works, what doesn't, and how to avoid the pitfalls along the way. This book will empower you to succeed as you embark on your own blue ocean journey. BLUE OCEAN SHIFT is indispensable for anyone committed to building a compelling future.

## Book Information

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## Customer Reviews

"Kim and Mauborgne have followed one blockbuster book with another. 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 advantages of these insights. You just have to be willing to challenge the assumptions of your industry, ask fresh questions, and--get this--embrace your humanness." — Daniel H. Pink, New York Times bestselling author of Drive and To Sell Is Human

"The challenge of any business is to grow in markets that are crowded and competitive, and to do it in a way that is intelligent, effective, and humane. In BLUE OCEAN SHIFT, you will find all of that and more as Kim and Mauborgne guide you on a journey that will open your eyes to the untapped growth opportunities in your business, whether you are a startup, small business, or a Fortune 500 company." — Ram Charan, CEO and board advisor, New York Times bestselling author of Execution

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 the international bestseller Blue Ocean Strategy, which is recognized as one of the most iconic and impactful strategy books ever written. Blue Ocean Strategy is a bestseller across five continents, and is published in a record-breaking 44 languages. Kim and Mauborgne are ranked in the top 3 management gurus in the world in the Thinkers50 list and have received numerous awards from across the globe. They are Fellows of the World Economic Forum and the founders of the Blue Ocean Global Network. For more on these authors and their new book, BLUE OCEAN SHIFT, see [www.blueoceanshift.com](http://www.blueoceanshift.com).

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