



# Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant

*W. Chan Kim , Renée Mauborgne*

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**A global phenomenon now published in a record 43 languages. Over 3.5 million copies sold. A bestseller across five continents.**

Since the dawn of the industrial age, companies have engaged in head-to-head competition in search of sustained, profitable growth. They have fought for competitive advantage, battled over market share, and struggled for differentiation. Yet, as widely practiced as this approach has been, W. Chan Kim and Renée Mauborgne's research shows that is not the way to create profitable growth in the future.

In their book *Blue Ocean Strategy*—now expanded and with a new Preface by the authors—Kim and Mauborgne (INSEAD) argue that cutthroat competition increasingly results in nothing but a 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 from battling competitors, but from creating "blue oceans"—untapped new market spaces ripe for growth. Such strategic moves, which the authors call "value innovation," create powerful leaps in value that often render rivals obsolete for more than a decade. *Blue Ocean Strategy* presents a systematic approach to making the competition irrelevant and outlines principles and tools any company, organization or government can use to create and capture their own blue oceans.

A landmark work that upends traditional thinking about strategy, this bestselling business book charts a bold new path to winning the future.

Learn more at [blueoceanstrategy.com](http://blueoceanstrategy.com). Published by Harvard Business Review Press.

## Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant Details

Date : Published January 20th 2015 by Harvard Business Review Press

ISBN : 9781625274496

Author : W. Chan Kim , Renée Mauborgne

Format : Hardcover 287 pages

Genre : Business

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## From Reader Review Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant for online ebook

### Clarisa Doval says

I had read the original one a few years ago and it's a must read for anyone who wants to learn more about strategy. As most strategy books, it gets tedious in some parts. The examples are relevant and well explained.

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### Fullfaun says

indepth look at various companies. read the 2 chapters then skipped to chapter 10.

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### Igor Nakonechnyi says

I was thinking of rating this book higher, but after the lame chapters on management and organisational nuances I just couldn't wait to finish it.

It's really weird how such a heavily biased book influenced so many people. The blue ocean theory is based not on evidence but on confirmation bias. Authors selected examples they wanted to select and kinda build an empirical theory around it. But the success stories that are presented in the book can actually be explained in numerous other ways!

Also I didn't like the way the book is written - takeaway messages are literally copied and pasted throughout the book in random manner.

It's not that I want to say that 'red oceans' are good. It's just the theory does not have much to do with practice.

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### Raafat says

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### Matt Neely says

Great book. Solid recommendations and tools on how to expand into blue oceans. Potentially more important is the focus on tools companies can use to enact strategic changes. What good is a bold new strategy if you can't get your company to embrace it? I found the section on tipping point management especially helpful.

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## **Raed says**

This book will change your mind in terms of how you think about competition and how you can create a new market making the competition with potential competitors irrelevant. The authors successfully illustrates how companies do that by giving examples which makes you amazed with these brilliant ideas.

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## **John says**

Author gives a good perspective on why you want to swim in the Blue Ocean and avoid jumping into the Red Ocean with the other sharks. As with all these books converting the what into the how an executing is the tricky part. I guess a start would be to recognize what color water you are swimming in.

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## **Max K says**

Good book, definitely must read when you build your own strategy, however not applicable to every business or business idea. Many businesses have to face the red ocean and learn to survive in it.

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## **Dennis Chung says**

### **Very very good book**

Very very good book. I have read many books on strategy and this is one of the clearest and practical ones. I would recommend this as a necessary read

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## **?????? ???? ????? says**

I read the book after reading the article published in HBR, the book is really valuable and will enrich the reader will a lot of perspectives, tools and frameworks ... i liked mainly the "Strategy canvas" form first sight .. what a great and powerful tool

This is clearly a must read book for every one interested in the filed of management or strategy, But i will emphasis and insist on these points:

- Before reading this book, Please, read other book related to strategy (I will advice: Michael E. Porter books, or at least his article: what is strategy?) - I figured that some ideas that told in the book already told before, but the author but it in the very very right context
- The theory needs to be challenged and examined by an independent party
- I expect that i will find a drawn chart for the process of creation the blue ocean strategy, the absence of this chart is making the book hard to follow and challenged

Note: I added a lot of quotes from the book into goodreads and social media platforms

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## Atul Goyal says

The core idea is to focus on rendering competition irrelevant as opposed to competing with the other players in your space for the same pie. Good read overall.

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## Justin says

I thought this was a really provocative idea and a great overview of corporate strategy in general. The writing was clear, the examples mostly persuasive and the objections to the thesis dealt with pretty well. Unlike most business books the length was about right, it felt comprehensive without droning on and on. This is definitely a book to study and work through especially if you are a corporate strategist.

The negatives: the non-corporate examples were quite thin and less than convincing. Cirque du Soleil and yellow tail wine carried a lot of the early water here. Would have liked to have seen more small business examples as well as some more non-business ones.

Overall a very solid business book that holds up well.

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## Gabriel says

### Un libro para estudiar, no solo leer.

Un título obligado para quienes nos dedicamos a la estrategia empresarial. La simplicidad de sus conceptos obligan a una verdadera reflexión Estratégica.

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## Greg says

For as long as I can remember, my environment has been teaching me that if I want to stand out and be recognized as an individual I have to set myself apart and be different in a positive way. Along my journey, I picked up the idea that I need to be competitive or else I will succumb forever into a state of oblivion or worse into a debilitating state not worthy of anyone's attention.

Of course, most if not all businesses have the same orientation. Many organizations are driven to be competitive especially in capitalistic economies. If you are strong you'll win but if you're weak you'll die. For as long as our society measures the success of companies as compared to others performance, competition shall remain relevant. However, sometimes you get tired of the ordinary discourses of competition.

This book offers another way of looking at strategy. For me, blue ocean strategy is another way for companies to outperform (compete with) others in a whole new level. Instead of being reactive to what other companies are doing, a company adopting blue ocean strategy focuses on creating value innovation. The book has multitude of examples and good ideas on how companies can adopt this mindset. In a very simple way this means wowing you existing customers plus others who don't care with your product.

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I have read the expanded edition of this book and the edition itself is an example of the renewal idea espoused in the last chapters. This book brings fresh perspectives for those who are engaged in a militaristic view of competition.

Will I recommend this book? Yes because I am tired of the normal Company A vs. Company B type of games within the bloody red pool of competition. I think I am ready to swim to a fresh blue ocean.

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## **Maurice Rubino says**

### **How to Run your Business and Become the Competition**

This is a very technical book to read cover to cover, which explains the 3 star rating. However the message is clear. If you run your business attempting to price your product or device below the competition or by adding "bells and whistles" to an existing product, you will continually be looking over your shoulder to fend off your competitors. The book includes several excellent examples of companies that used the existing product or service but found a way to market these to previously untapped markets creating a space in the marketplace and become the leader in that space.

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