

Online Library Blue Ocean  
Strategy, Expanded Edition:  
How To Create Uncontested  
Market Space And Make The  
Competition  
Blue Ocean Strategy,  
Expanded Edition: How  
To Create Uncontested  
Market Space And Make  
The Competition

Online Library Blue Ocean  
Strategy, Expanded Edition:  
**Irrelevant**

Summary of Blue Ocean Strategy by  
W. Chan Kim and Renée A.

Mauborgne | Includes Analysis

Preview: Blue Ocean Strategy,  
Expanded Edition: How to Create  
Uncontested Market Space and Make

## Online Library Blue Ocean Strategy, Expanded Edition:

How To Create Uncontested  
Market Space And Make The  
Competition Irrelevant

the Competition Irrelevant is the 2015 update to the classic business strategy text of the same name originally published in 2005. The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in

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Competition Irrelevant

previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. Most businesses make the mistake of focusing on their competitors when developing strategies. A "blue ocean" business, on the other hand, focuses on how to

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create new value for customers, the base of which may be people who are not yet customers of this business' core industry. The term "blue ocean" is derived from the idea that an area of unexplored market space is like the clear, blue waters of an undisturbed portion of ocean... PLEASE NOTE:

## Online Library Blue Ocean Strategy, Expanded Edition:

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This is key takeaways and analysis of the book and NOT the original book.

Inside this Instaread Summary of Blue Ocean Strategy by W. Chan Kim and Renée A. Mauborgne | Includes Analysis · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the

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Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at [instaread.co](http://instaread.co).

In our hyper-connected world that is

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changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the



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old models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. *The New Marketing*, with contributions

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spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the

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future. But our goal is to help make  
Masters/MBA students and marketing  
practitioners future-ready and  
successful.

Chart a path to creating uncontested  
market space and winning the future.  
This collection of work by globally  
preeminent management thinkers W.

## Online Library Blue Ocean Strategy, Expanded Edition: How To Create Uncontested

Chan Kim and Renée Mauborgne brings together their perennial bestseller book Blue Ocean Strategy with their classic article “Blue Ocean Leadership.” Blue Ocean Strategy, the global phenomenon that has sold over 4 million copies and is recognized as one of the most iconic and impactful

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strategy books ever written, argues that cutthroat competition 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), Kim and Mauborgne argue that lasting

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success comes not from battling competitors but from creating “blue oceans”—untapped new market spaces ripe for growth. The book presents a systematic approach to making competition irrelevant and outlines principles and tools any organization can use to create and

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capture their own blue oceans. In the article “Blue Ocean Leadership,” the authors apply their concepts and tools to what is perhaps the greatest challenge of leadership: closing the gulf between the potential and realized talent and energy of employees. The authors offer a systematic method for

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uncovering, at every level of the organization, which leadership acts and activities will inspire employees to give it their all and a process for getting managers throughout the company to undertake these tasks.

Japanese edition of Blue Ocean  
Strategy, Expanded Edition: How to



Online Library Blue Ocean  
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How To Create Uncontested  
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Competition Irrelevant.  
Create Uncontested Market Space  
and Make the Competition Irrelevant  
by W. Chan Kim & Renee Mauborgne.

Theory of a more profitable and  
equitable business model by  
developing new and uncontested  
markets (blue ocean) versus  
destructive and wasteful battle for

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existing markets (red ocean). New  
edition shows the path to practice in  
more detail. In Japanese. Annotation

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The W. Chan Kim and Renée

Mauborgne Blue Ocean Strategy

Reader

Online Library Blue Ocean  
Strategy, Expanded Edition:

How To Create Uncontested

My Life in Wrestling  
How Blockchain Is Transforming

Money, Markets, and Banking

Overview & Analysis

Understanding Michael Porter

Red Ocean Traps (Harvard Business  
Review Classics)

Smarter Decisions, Better Results

Online Library Blue Ocean  
Strategy, Expanded Edition:

**This is the second edition of the book *Blue Ocean Strategy* originally published in June 2019. The basic structure of this second edition is the same as the first edition, with slightly updated content of existing chapters and four**

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**additional chapters: "User-  
Centric Identities," "Privacy  
Tokens," "Lending Tokens," and  
How to Design a Token System  
and more focus on the Web3.**

**//Part one outlines the  
fundamental building blocks of**

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**the Web3, including the role of  
cryptography and user-centric  
digital identities. Part two  
explains Web3 applications like  
smart contracts, DAOs & tokens.  
The last two parts of the book  
focus on tokens as the atomic unit**

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**of the Web3, explaining the  
properties and functions of money  
and outlining the emerging field  
of decentralized finance (DeFi)  
that might power a potential  
future digital barter economy. Use  
cases such as asset tokens,**

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**purpose driven tokens, BAT  
(Basic Attention Token), social  
media tokens (Steemit, Hive and  
Reddit), privacy tokens, and  
stable tokens are explored,  
including the role of CBDCs  
(Central Bank Digital Currencies)**



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**and Facebook's Libra.//Tokens -  
often referred to as  
cryptocurrencies - can represent  
anything from an asset to an  
access right, such as gold,  
diamonds, a fraction of a Picasso  
painting or an entry ticket to a**

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**concert. Tokens could also be used to reward social media contributions, incentivize the reduction of CO2 emissions, or even ones attention for watching an ad. While it has become easy to create a token, which is**

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**collectively managed by a public  
Web3 infrastructure like a  
blockchain network, the  
understanding of how to apply  
these tokens is still vague. This  
book attempts to summarize  
existing knowledge about**

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**blockchain networks and other  
distributed ledgers as the  
backbone of the Web3, and  
contextualize the socio-economic  
implications of the Web3  
applications such as smart  
contracts, tokens, and DAOs to**

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**the concepts of money, economics,  
governance and decentralized  
finance (DeFi).//The industry  
keeps referring to “Blockchain”  
as different from “Bitcoin,”  
creating an artificial divide that is  
often misleading. There seems to**

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**be too little understanding about the fact that Bitcoin is a blockchain network, which is (a) globally managed by people who mostly do not know each other, and (b) enabled by the consensus protocol that (c) incentivizes all**

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**network actors for their  
contributions with a native token.**

**The governance rules are tied to  
the minting of a native blockchain  
token. The Bitcoin token can,  
therefore, be seen as the currency  
of a distributed Internet tribe,**

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**called the Bitcoin network, where  
network actors are rewarded with  
Bitcoins, just as the Ether is the  
currency of the distributed  
Internet tribe Ethereum network,  
or Sia is the native currency of the  
Sia network. The Bitcoin network**



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**and other distributed ledgers all  
represent a collectively  
maintained public infrastructure  
and are the backbone of the next  
generation Internet, what the  
crypto community refers to as the  
Web3.**

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**Chart a path to creating  
uncontested market space and  
winning the future. This collection  
of work by globally preeminent  
management thinkers W. Chan  
Kim and Renée Mauborgne  
brings together their perennial**

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**bestseller book Blue Ocean  
Strategy with their classic articles  
“Blue Ocean Leadership” and  
“Red Ocean Traps.” Blue Ocean  
Strategy, the global phenomenon  
that has sold over 4 million copies  
and is recognized as one of the**

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**most iconic and impactful  
strategy books ever written,  
argues that cutthroat competition  
results in nothing but a bloody red  
ocean of rivals fighting over a  
shrinking profit pool. Based on a  
study of 150 strategic moves**

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**(spanning more than 100 years  
across 30 industries), Kim and  
Mauborgne argue that lasting  
success comes not from battling  
competitors but from creating  
“blue oceans”—untapped new  
market spaces ripe for growth.**

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**The book presents a systematic approach to making competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. In the article “Red Ocean Traps,” the authors show**

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**how managers' mental  
models—ingrained assumptions  
and theories about the way the  
world works—undermine  
attempts to discover uncontested  
new market spaces. The authors  
provide a framework for avoiding**

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**spaces where competition is  
bloody (red oceans) and moving to  
blue ocean spaces with ample  
potential.**

**Summary of Blue Ocean Strategy  
by W. Chan Kim and RenEe A.  
Mauborgne Includes Analysis**



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**Preview: Blue Ocean Strategy,  
Expanded Edition: How to Create**

**Uncontested Market Space and**

**Make the Competition Irrelevant**

**is the 2015 update to the classic  
business strategy text of the same  
name originally published in 2005.**

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Market Space And Make The  
Competition Irrelevant

**The text offers a practical handbook to business students and entrepreneurs who wish to rise above the fray of the competition, become pioneers in previously uncharted market territory, and gain access to**

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**impressive growth opportunities  
and an untapped customer base.**

**Most businesses make the mistake  
of focusing on their competitors  
when developing strategies. A  
"blue ocean" business, on the  
other hand, focuses on how to**

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**create new value for customers,  
the base of which may be people  
who are not yet customers of this  
business' core industry. The term  
"blue ocean" is derived from the  
idea that an area of unexplored  
market space is like the clear, blue**

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**waters of an undisturbed portion  
of ocean... PLEASE NOTE: This  
is key takeaways and analysis of  
the book and NOT the original  
book. Inside this Instaread  
Summary of Blue Ocean Strategy  
by W. Chan Kim and RenEe A.**

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**Mauborgne Includes Analysis  
Overview of the Book Important  
People Key Takeaways Analysis  
of Key Takeaways About the  
Author With Instaread, you can  
get the key takeaways, summary  
and analysis of a book in 15**

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**minutes. We read every chapter,  
identify the key takeaways and  
analyze them for your**

**convenience. Visit our website at  
instaread.co.**

**The Wrestling Biography You've  
Been Waiting For! There are few**

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**people who have been in the  
wrestling business longer than  
Jim Ross. And those who have  
made it as long as he has (half a  
century to be exact) probably  
made enemies or burned bridges.  
But that's just not JR.**



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**Slobberknocker is the story of  
how an Oklahoman farm kid,  
with a vivid imagination and  
seemingly unattainable dreams,  
became “The Voice of Wrestling”  
to record TV audiences and  
millions of fans around the world.**

*Page 49/253*

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**Jim opens up about his life as an only child on a working farm, who became obsessed with professional wrestling having first saw it on his grandparent's TV. Even though the wrestling business was notoriously secretive**

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**and wary of “outsiders,” he  
somehow got a foot in the door to  
start a historic career, one where  
he held almost every job in the  
business?from putting up the ring  
to calling matches, from driving  
his blind, drunk boss towards**

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**revenge, to consoling two naked  
600 pound brothers in the shower  
room after a rough match. With  
all those adventures and  
responsibilities, he's also  
recognized as the man who built  
and nurtured a once-in-a-**

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**generation talent roster that took  
the WWE to new heights,  
including “Stone Cold” Steve  
Austin, Brock Lesnar, and The  
Rock to name a few. Readers will  
finally get the opportunity to hear  
never-before-told stories about**

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**the politics, wackiness, and personalities of all the biggest stars. But this isn't just a wrestling story. It's a story about overcoming adversity and achieving your dreams, as success did not come without significant**

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**costs and unforeseen challenges to  
JR, including multiple bouts of  
severe facial paralysis called Bell's  
Palsy. Currently the host of the  
podcast The Ross Report, any fan  
of wrestling?from the territory  
days to today?will be enthralled**

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**with stories from the road and  
behind the scenes. Slobberknocker  
is the first time Ross tells his  
story?and you don't want to miss  
it!**

**How to Think and Act  
Strategically to Deliver**

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**Outstanding Results**

**Blue Ocean Classics**

**How to Create Brand Names That  
Stick**

**Blue Ocean Shift**

**Slobberknocker**

**T-Shirts and Suits: A Guide to the**

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**Business of Creativity  
Blue Ocean Leadership (Harvard  
Business Review Classics)**

PLEASE NOTE: THIS IS A GUIDE  
TO THE ORIGINAL BOOK. Guide  
to W. Chan Kim's & et al  
Blue Ocean Strategy Preview:

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How To Create Uncontested  
Market Space And Make The  
Competition Irrelevant  
Blue Ocean Strategy,  
Expanded Edition: How to  
Create Uncontested Market  
Space and Make the  
Competition Irrelevant is  
the 2015 update to the  
classic business strategy  
text of the same name

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originally published in  
2005. The text offers a  
practical handbook to  
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entrepreneurs who wish to  
rise above the fray of the  
competition, become pioneers  
in previously uncharted

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market territory, and gain  
access to impressive growth  
opportunities and an  
untapped customer base...

Inside this companion:

- Overview of the book
- Important People
- Key Insights
- Analysis of Key

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Insights

Market Space And Make The  
Competition Irrelevant

How maverick companies have  
passed up the growth  
treadmill – and focused on  
greatness instead. It's an  
axiom of business that great  
companies grow their  
revenues and profits year

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after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do,

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creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. In Small Giants, veteran journalist Bo



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Burlingham takes us deep  
inside fourteen remarkable  
companies that have chosen  
to march to their own  
drummer. They include Anchor  
Brewing, the original  
microbrewer; CitiStorage  
Inc., the premier

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independent records-storage  
business; Clif Bar & Co.,  
maker of organic energy bars  
and other nutrition foods;  
Righteous Babe Records, the  
record company founded by  
singer-songwriter Ani  
DiFranco; Union Square

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Hospitality Group, the  
company of restaurateur  
Danny Meyer; and Zingerman's  
Community of Businesses,  
including the world-famous  
Zingerman's Deli of Ann  
Arbor. Burlingham shows how  
the leaders of these small

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giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new

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afterward, Burlingham  
reflects on the similarities  
and learning lessons from  
the small giants he covers  
in the book.

The collection you need to  
create more blue oceans. W.  
Chan Kim and Renee Mauborgne

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changed the field of  
strategy and the language of  
business with their  
pathbreaking "blue ocean  
strategy," a model for  
creating uncontested markets  
that unlock new demand and  
new opportunities for

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growth. This book brings  
together three of their  
classic blue ocean strategy  
articles, all first  
published in Harvard  
Business Review. "Blue Ocean  
Strategy" highlights the  
distinct differences between

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Competitor Implement  
market-competing (red ocean)  
and market-creating (blue  
ocean) strategy and what it  
takes to create the new  
markets of tomorrow. In "Red  
Ocean Traps," Kim and  
Mauborgne reveal the faulty  
assumptions that keep



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(red oceans). "Blue Ocean

Leadership" applies the  
concepts and analytic  
frameworks of blue ocean  
strategy to an innovative  
leadership approach that

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releases employees' untapped talent and energy while conserving their most precious resource--time. This collection is the ideal start, or refresher, for creating more blue oceans. Blue Ocean Strategy,

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How To Create Uncontested  
Expanded EditionHow to  
Create Uncontested Market  
Space and Make the  
Competition Irrelevant  
Competition  
IrrelevantHarvard Business  
Review Press  
Beyond Competing - Proven  
Steps to Inspire Confidence

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and Seize New Growth  
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Blue Ocean Strategy,  
Expanded Edition  
Getting Naked  
From W. Chan Kim & Renee  
Mauborgne  
Guide to W. Chan Kim's & Et  
Al Blue Ocean Strategy

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How the Web3 reinvents the  
Internet  
by W. Chan Kim and Renée A.  
Mauborgne | Includes  
Analysis

**Is your company spending  
too much time on**

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strategy

development—with too

little to show for it?

If you read nothing else  
on strategy, read these  
10 articles (featuring  
“What Is Strategy?” by

Online Library Blue Ocean  
Strategy, Expanded Edition:

How To Create Uncontested  
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Competition Irrelevant  
(Michael E. Porter)

We've combed through  
hundreds of Harvard  
Business Review articles  
and selected the most  
important ones to help  
you catalyze your

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organization's strategy  
development and  
execution. HBR's 10 Must  
Reads on Strategy will  
inspire you to:  
Distinguish your company  
from rivals Clarify what



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your company will and  
won't do Craft a vision  
for an uncertain future  
Create blue oceans of  
uncontested market space  
Use the Balanced  
Scorecard to measure

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How To Create Uncontested  
your strategy Capture  
Market Space And Make The  
your strategy in a  
Competition Irrelevant

memorable phrase Make

priorities explicit

Allocate resources early

Clarify decision rights

for faster decision

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making This collection  
of best-selling articles  
includes: featured

article "What Is  
Strategy?" by Michael E.  
Porter, "The Five  
Competitive Forces That

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How To Create Uncontested  
Shape Strategy, "  
Market Space And Make The  
Competition Irrelevant  
"Building Your Company's  
Vision, " "Reinventing  
Your Business Model, "  
"Blue Ocean Strategy, "  
"The Secrets to  
Successful Strategy

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How To Create Uncontested  
Execution," "Using the  
Market Space And Make The  
Competition Irrelevant  
Balanced Scorecard as a  
Strategic Management  
System," "Transforming  
Corner-Office Strategy  
into Frontline Action,"  
"Turning Great Strategy

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Competition Irrelevant  
into Great Performance, "  
and "Who Has the D? How  
Clear Decision Roles  
Enhance Organizational  
Performance. "  
Reveals how the LEGO  
company was nearly

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**pushed financial  
collapse by the advice  
of professional  
consultants, explaining  
how the company adapted  
the "Seven Truths of  
Innovation" to rebuild a**

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stronger and more  
Market Space And Make The  
competitive business.

Argues that a manager's  
Competition Irrelevant  
central responsibility  
is to create and  
implement strategies,  
challenges popular



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motivational practices,  
and shares anecdotes  
discussing how to enable  
action-oriented plans  
for real-world results.  
From the creator of  
Valuetainment, the #1

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YouTube channel for  
entrepreneurs, and “one  
of the most exciting  
thinkers” (Ray Dalio,  
author of Principles) in  
business today, comes a  
practical and effective

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guide for thinking more  
clearly and achieving  
your most audacious

professional goals. Both  
successful entrepreneurs  
and chess grandmasters  
have the vision to look

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Competition Irrelevant  
at the pieces in front  
of them and anticipate  
their next five moves.

In this book, Patrick  
Bet-David "helps  
entrepreneurs understand  
exactly what they need

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to do next" (Brian  
Tracy, author of Eat  
That Frog!) by

translating this skill  
into a valuable

methodology. Whether you  
feel like you've hit a

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wall, lost your fire, or  
are looking for  
innovative strategies to  
take your business to  
the next level, Your  
Next Five Moves has the  
answers. You will gain:

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**CLARITY** on what you want  
and who you want to be.

**STRATEGY** to help you  
reason in the war room  
and the board room.

**GROWTH TACTICS** for good  
times and bad. **SKILLS**

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for building the right  
team based on strong  
values. INSIGHT on power  
plays and the art of  
applying leverage.  
Combining these  
principles and



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revelations drawn from  
Patrick's own rise to  
successful CEO, Your  
Next Five Moves is a  
must-read for any  
serious executive,  
strategist, or

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**entrepreneur.**

**The Difference and Why  
It Matters**

**How LEGO Rewrote the  
Rules of Innovation and  
Conquered the Global Toy  
Industry**

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**Black & Decker The  
Complete Guide to  
Plumbing**

**The Power of Zero,  
Revised and Updated  
Summary of Blue Ocean  
Strategy**

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**Analytics at Work**  
**How to Win in the**  
**Digital Age**

This book offers readers a  
startling view of how  
blockchain technology will  
transform the financial

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industry in profound ways.  
Some of the world's top  
thinkers in blockchain have  
contributed chapters that  
survey the coming digital  
storm - how it will level the  
playing field, give individuals

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more financial power, and  
create greater transparency  
in operations. Written for the  
educated financial reader, it  
reveals how blockchain can  
create a token-based  
incentive system that aligns

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the interests of participants  
in large-scale initiatives, as  
well as the rewiring of global  
payment networks and  
innovative financing  
methods such as initial coin  
offerings to fund

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infrastructure development.  
The transition for the  
financial industry is bound to  
be complicated, but it  
presents enormous  
opportunity for those who  
understand the storm as it's



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brewing. "In Financial  
Services Revolution, Alex  
Tapscott opens a window  
into a dynamic future,  
featuring the early stages of  
a transition to a natively  
digital global economy,

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sporting various degrees of decentralization. It will be a complicated transition for financial, economic, social, and political systems, but I see it as one pregnant with hope and promise." - Joseph

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Lubin, CEO, ConsenSys

"Nobody has a better handle  
on the coming digital storm

and its broad implications

than Alex Tapscott. In

Financial Services

Revolution, Alex lays out the

Competition Irrelevant

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Competition Irrelevant.  
blueprint for how to survive  
and then thrive in this era of  
digital disruption." - Harris  
Fricker, President and CEO,  
GMP Securities LP "Alex  
Tapscott is one of the  
blockchain industry's

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foremost leaders and earliest  
believers. His work as an  
investor, advocate, educator,  
and business builder has  
contributed immense value  
to the development of the  
digital asset market." - Cole

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Diamond, Chairman and  
CEO, Coinsquare "This book  
will help successful financial  
services leaders with a  
pressing need: to  
relentlessly push the  
boundaries of their tech

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Competition Irrelevant  
knowledge, with imagination  
around its application." -

Dean Connor, President and  
CEO, Sun Life Financial

"Blockchain has the potential  
to transform financial  
services in profound ways, to

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level playing fields, favour  
collaboration over  
competition, and enable the  
individual to enjoy as much  
agency as the corporation  
does today in financial  
matters. This book explains



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Market Space And Make The  
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how. A must-read." - Joseph  
Lubin, CEO, ConsenSys "This  
book shows how blockchain  
is a game changer for data  
and transfer of value -at the  
heart of financial and  
government services today.

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" - Linda Mantia, former  
Senior Executive Vice  
President and Chief

Operating Officer, Manulife  
Financial "It was an honour  
to contribute to the  
Blockchain Research

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Institute's comprehensive investigation into blockchain's promise and the challenges that come with it. This is a must-read volume for anyone interested in this potentially transformative

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Competition Irrelevant  
technology." - Michael  
Casey, Chief Content Officer,  
CoinDesk "Thoroughly  
researched and brimming  
with new insights, Financial  
Services Revolutionis  
required reading for every

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Wall Street banker and all  
who care about the future of  
money and finance." - Bill  
Barhydt, CEO and Founder,  
Abra "Alex Tapscott has  
been among the first and  
most thoughtful contributors

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to the global conversation on  
the future of finance. This  
book extends that dialogue.  
It looks at how financial  
services might approach a  
technological revolution  
originally designed to

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How To Create Uncontested  
disintermediate it." -

Market Space And Make The  
Competition Irrelevant  
Matthew Roszak, Chairman  
and Co-founder, Bloq

As established markets  
become less profitable,  
companies increasingly need  
to find ways to create and

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capture new markets.

Despite much investment  
and commitment, most firms  
struggle to do this. What,  
exactly, is getting in their  
way? The authors of the best-  
selling book Blue Ocean



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Strategy have spent over a decade exploring that question. They have seen that the trouble lies in managers' mental models--ingrained assumptions and theories

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about the way the world works. Though these models may work perfectly well in mature markets, they undermine executives' attempts to discover uncontested new spaces

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with ample potential (blue oceans) and keep companies firmly anchored in existing spaces where competition is bloody (red oceans). This article describes how to break free of these red

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ocean traps. To do that, managers need to: (1) Focus on attracting new customers, not pleasing current customers; (2) Worry less about segmentation and more about what different

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segments have in common;  
(3) Understand that market  
creation is not synonymous  
with either technological  
innovation or creative  
destruction; and (4) Stop  
focusing on premium versus

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low-cost strategies. The  
Harvard Business Review  
Classics series offers you the  
opportunity to make seminal  
Harvard Business Review  
articles a part of your  
permanent management

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library. Each highly readable  
volume contains a  
groundbreaking idea that  
continues to shape best  
practices and inspire  
countless managers around  
the world--and will have a

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direct impact on you today  
and for years to come.

Every year, 6 million  
companies and more than  
100,000 products are  
launched. They all need an  
awesome name, but many



Online Library Blue Ocean Strategy, Expanded Edition: How To Create Uncontested Market Space And Make The Competition Irrelevant (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how

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anyone—even noncreative  
types—can create  
memorable and buzz-worthy  
brand names. No degree in  
linguistics required. The  
heart of the book is  
Watkins's proven SMILE and

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SCRATCH Test—two  
acronyms for what makes or  
breaks a name. She also  
provides up-to-date advice,  
like how to make sure that  
Siri spells your name  
correctly and how to nab an

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available domain name. And  
you'll see dozens of  
examples—the good, the  
bad, and the “so bad she  
gave them an award.”  
Alexandra Watkins is not  
afraid to name names.

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Examines and explains the  
revolutionary business  
frameworks of Michael  
Porter, with examples to  
illustrate and update Porter's  
ideas for achieving and  
sustaining competitive

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success.

The iconic articles by  
bestselling authors W. Chan

Kim and Renée Mauborgne  
Blue Ocean Faith

Brick by Brick

Good Strategy, Bad Strategy

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Blue Ocean Strategy  
Small Giants

By W. Chan Kim and Renée  
A. Mauborgne - Includes  
Analysis

**Ten years ago, world-  
renowned professors W. Chan**

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**Kim and Renee Mauborgne  
broke ground by introducing  
"blue ocean strategy," a new  
model for discovering  
uncontested markets that are  
ripe for growth. In this bound  
version of their bestselling**



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**Harvard Business Review**  
classic article, they apply their  
concepts and tools to what is  
perhaps the greatest  
challenge of leadership:  
closing the gulf between the  
potential and the realized

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**talent and energy of  
employees. Research  
indicates that this gulf is vast:  
According to Gallup, 70% of  
workers are disengaged from  
their jobs. If companies could  
find a way to convert them**

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**into engaged employees, the results could be transformative. The trouble is, managers lack a clear understanding of what changes they could make to bring out the best in everyone.**

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**In this article, Kim and  
Mauborgne offer a solution to  
that problem: a systematic  
approach to uncovering, at  
each level of the organization,  
which leadership acts and  
activities will inspire**

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**employees to give their all,  
and a process for getting  
managers throughout the  
company to start doing them.  
Blue ocean leadership works  
because the managers'  
"customers"--that is, the**

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**people managers oversee and  
report to--are involved in  
identifying what's effective  
and what isn't. Moreover, the  
approach doesn't require  
leaders to alter who they are,  
just to undertake a different**

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**set of tasks. And that kind of change is much easier to implement and track than changes to values and mind-sets. The Harvard Business Review Classics series offers you the opportunity to make**

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**seminal Harvard Business  
Review articles a part of your  
permanent management  
library. Each highly readable  
volume contains a  
groundbreaking idea that  
continues to shape best**



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**practices and inspire  
countless managers around  
the world--and will have a  
direct impact on you today  
and for years to come.  
Argues against common  
competitive practices while**

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**outlining recommendations  
based on the creation of  
untapped market spaces with  
growth potential.**

**When a meteorite lands in  
Surrey, the locals don't know  
what to make of it. But as**

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**Martians emerge and begin  
killing bystanders, it quickly  
becomes clear—England is  
under attack. Armed soldiers  
converge on the scene to  
ward off the invaders, but  
meanwhile, more Martian**

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**cylinders land on Earth,  
bringing reinforcements. As  
war breaks out across**

**England, the locals must fight  
for their lives, but life on Earth  
will never be the same. This is  
an unabridged version of one**

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**of the first fictional accounts  
of extraterrestrial invasion. H.  
G. Wells's military science  
fiction novel was first  
published in book form in  
1898, and is considered a  
classic of English literature.**

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**Blue  
Ocean Strategy, Expanded  
Edition: How to Create  
Uncontested Market Space**

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Competition Irrelevant  
**and Make the Competition  
Irrelevant acts as a 2015  
version to update the original  
text covering business  
strategy, first published in  
2005. This is a classic  
handbook offering practical**

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**strategies for business  
students or entrepreneurs  
who want to get ahead of the  
competition, break new  
ground in uncharted territory,  
and earn access to  
widespread opportunities for**



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**growth, as well as gain a  
previously under-utilized base  
of customers. Typically,  
businesses will mistakenly  
focus upon competitors when  
creating strategies. A  
business that is labelled as a**

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**"blue ocean," however, will shift their focus to creating value for their customers, which could include those customers yet to be attained. "Blue ocean" is terminology which comes from picturing**

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Competition Irrelevant  
**new market space as crystal  
clear, blue waters of  
unexplored ocean.**

**Conversely, a "red ocean"  
describes the antithesis,  
where frequent and heavy  
competition creates a red, or**

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**bloody, rivalry. This is a  
summary and analysis of the  
book and NOT the original  
book This Book Contains: \*  
Summary Of The Entire Book \*  
Chapter By Chapter  
Breakdown \* Analysis Of The**

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Unlocking the Customer Value  
Chain**

**Your Next Five Moves**

**HBR's 10 Must Reads on**

**Managing People, Vol. 2 (with**

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**bonus article “The Feedback  
Fallacy” by Marcus  
Buckingham and Ashley  
Goodall)**

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**And Why Some Companies  
Never Give In**

**By W. Chan Kim and Renée A.**

**Mauborgne | Includes  
Analysis**

**The Strategy Book ePub  
eBook**

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JOURNAL AND

BUSINESSWEEK BESTSELLER

RECOGNIZED AS ONE OF THE

MOST ICONIC AND

IMPACTFUL STRATEGY



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The global phenomenon that has sold  
over 4 million copies, is  
published in a record-breaking  
46 languages and is a bestseller  
across five continents--now  
updated and expanded with new

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content. Named by Fast  
Company as one of the most  
influential leadership books in its  
Leadership Hall of Fame. A  
strategy classic. In this perennial  
bestseller, embraced by  
organizations and industries

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worldwide, globally preeminent  
management thinkers W. Chan

Kim and Renee Mauborgne

challenge everything you thought  
you knew about the

requirements for strategic

success. Recognized as one of

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the most iconic and impactful  
strategy books ever written,  
BLUE OCEAN STRATEGY, now  
updated with fresh content from  
the authors, argues that cutthroat  
competition results in nothing but  
a bloody red ocean of rivals

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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

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from creating "blue oceans"--untapped new market spaces ripe for growth. BLUE OCEAN STRATEGY presents a systematic approach to making the competition irrelevant and outlines principles and tools any

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organization can use to create and capture their own blue oceans. This expanded edition includes: A new preface by the authors: Help! My Ocean Is Turning Red Updates on all cases and examples in the book,

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bringing their stories up to the present time Two new chapters and an expanded third one--Alignment, Renewal, and Red Ocean Traps --that address the most pressing questions readers have asked over the



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past 10 years A landmark work  
that upends traditional thinking  
about strategy, this bestselling  
book charts a bold new path to  
winning the future. Consider this  
your guide to creating  
uncontested market space--and

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making the competition  
irrelevant. To learn more about  
the power of BLUE OCEAN  
STRATEGY, visit  
[blueoceanstrategy.com](http://blueoceanstrategy.com). There  
you'll find all the resources you  
need--from ideas in practice and

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cases from government and private industry, to teaching materials, mobile apps, real-time updates, and tips and tools to help you make your blue ocean journey a success.

## Summary of Blue Ocean

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Competition Irrelevant  
Strategy by W. Chan Kim and  
Renée A. Mauborgne | Includes  
Analysis Preview: Blue Ocean  
Strategy, Expanded Edition: How  
to Create Uncontested Market  
Space and Make the  
Competition Irrelevant is the

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2015 update to the classic  
business strategy text of the  
same name originally published  
in 2005. The text offers a  
practical handbook to business  
students and entrepreneurs who  
wish to rise above the fray of the

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competition, become pioneers in previously uncharted market territory, and gain access to impressive growth opportunities and an untapped customer base. Most businesses make the mistake of focusing on their

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competitors when developing strategies. A "blue ocean" business, on the other hand, focuses on how to create new value for customers, the base of which may be people who are not yet customers of this

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business's core industry. The term "blue ocean" is derived from the idea that an area of unexplored market space is like the clear, blue waters of an undisturbed portion of ocean.

**PLEASE NOTE:** This is key



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takeaways and analysis of the  
book and NOT the original book.  
Inside this Instaread Summary of  
Blue Ocean Strategy by W. Chan  
Kim and Renée A. Mauborgne |  
Includes Analysis · Overview of  
the Book · Important People ·

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to making the competition  
irrelevant and outlines principles  
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use to create and capture their

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about plumbing. Everything.  
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the 2006 Universal Plumbing  
Code. From basic repairs to  
advanced renovations, this is the  
only plumbing reference book a  
homeowner needs. And now, for  
the first time, Black & Decker  
The Complete Guide to

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Plumbing includes a comprehensive section on working with gas pipe. No other big book of plumbing for DIYers covers this important subject. Also new to this 4th edition is expansive coverage of PEX

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(cross-linked polyethylene), the bendable supply tubing that's taking over a major portion of the DIY market. And with the current popularity of outdoor kitchens, we've expanded our coverage of outdoor plumbing as well. Now,

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we'll show you every step of the  
process to supply and drain an  
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The New Marketing

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Blue Ocean Strategy Concept

People and churches across America are discovering that their secular friends and neighbors have been unknowingly waiting for the chance to experience the

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good God. Blue Ocean Faith is a network of churches that have seen thousands of secular people—from Harvard deans to public housing residents—connect with God. Blue Ocean founder Dave Schmelzer details six profound paradigm shifts that unlock

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a depth of connection to God that's new for many churchgoers and that's unprecedented for their secular neighbors. Embracing centered-set faith, becoming solus Jesus, and taking a third-way approach to LGBTQ congregants are among the game-changers that

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empower this rich life of faith. Rather than retreating from or drawing lines against our increasingly secular world, people of faith can join Jesus—as followers like Saint Francis of Assisi have done for millennia—in joyfully entering the world around them with profound

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wonder and an equally-profound offer of a life that really is life. “ Blue Ocean

Faith is a riveting book about an exciting new movement of churches emerging out of the ashes of American evangelicalism/fundamentalism. This could be a charter document for a new

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kind of Jesus movement. Everyone should read it,” writes David P. Gushee, Distinguished University Professor of Christian Ethics and Director of the Center for Theology and Public Life at Mercer University. With plenty of engaging storytelling,

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Schmelzer brings together ancient and cutting-edge insights in a book that might revitalize your experience of God, open up your connection to your neighbors and your city ... and maybe even kick off a new Jesus movement. Decline can be avoided. Decline can be



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detected. Decline can be reversed.

Amidst the desolate landscape of fallen great companies, Jim Collins began to wonder: How do the mighty fall? Can decline be detected early and avoided? How far can a company fall before the path toward doom becomes inevitable

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and unshakable? How can companies reverse course? In *How the Mighty Fall*, Collins confronts these questions, offering leaders the well-founded hope that they can learn how to stave off decline and, if they find themselves falling, reverse their course. Collins'

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research project—more than four years  
in duration—uncovered five step-wise  
stages of decline: Stage 1: Hubris Born of  
Success Stage 2: Undisciplined Pursuit of  
More Stage 3: Denial of Risk and Peril  
Stage 4: Grasping for Salvation Stage 5:  
Capitulation to Irrelevance or Death By

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understanding these stages of decline, leaders can substantially reduce their chances of falling all the way to the bottom. Great companies can stumble, badly, and recover. Every institution, no matter how great, is vulnerable to decline. There is no law of nature that the

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most powerful will inevitably remain at the top. Anyone can fall and most eventually do. But, as Collins' research emphasizes, some companies do indeed recover—in some cases, coming back even stronger—even after having crashed into the depths of Stage 4.

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Decline, it turns out, is largely self-inflicted, and the path to recovery lies largely within our own hands. We are

not imprisoned by our circumstances, our history, or even our staggering defeats along the way. As long as we never get entirely knocked out of the

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game, hope always remains. The mighty can fall, but they can often rise again.

As a follow-up to the successful *Competing on Analytics*, authors Tom Davenport, Jeanne Harris, and Robert Morison provide practical frameworks and tools for all companies that want to

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use analytics as a basis for more effective and more profitable decision making.

Regardless of your company's strategy, and whether or not analytics are your company's primary source of competitive differentiation, this book is designed to help you assess your



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organization's analytical capabilities, provide the tools to build these capabilities, and put analytics to work.

The book helps you answer these pressing questions: What assets do I need in place in my organization in order to use analytics to run my business? Once I

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have these assets, how do I deploy them to get the most from an analytic approach? How do I get an analytic initiative off the ground in the first place, and then how do I sustain analytics in my organization over time? Packed with tools, frameworks, and all new examples,

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Analytics at Work makes analytics understandable and accessible and teaches you how to make your company more analytical.

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the

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same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents

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concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it

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means to provide value to its clients.  
Offers a key resource for gaining  
competitive advantage in tough times

Shows why the quality of vulnerability is  
so important in business Includes ideas  
for inspiring customer and client loyalty  
Written by the highly successful

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consultant and business writer Patrick  
Lencioni This new book in the popular  
Lencioni series shows what it takes to  
gain a real and lasting competitive edge.  
The Essential Guide to Competition and  
Strategy

Blue Ocean Strategy with Harvard

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*train bearing down on the  
average American investor, and  
it's coming in the form of higher  
taxes. The United States  
Government has made trillions  
of dollars in unfunded promises  
for programs like Social*

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*Security and Medicare—and the  
only way to deliver on these  
promises is to raise taxes. Some  
experts have even suggested  
that tax rates will need to  
double, just to keep our country  
solvent. Unfortunately, if you're*

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*like most Americans, you've saved the majority of your retirement assets in tax-deferred vehicles like 401(k)s and IRAs. If tax rates go up, how much of your hard-earned money will you really get to*

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*keep? In The Power of Zero,  
McKnight provides a concise,  
step-by-step roadmap on how to  
get to the 0% tax bracket by the  
time you retire, effectively  
eliminating tax rate risk from  
your retirement picture. Now,*

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*in this expanded edition,  
McKnight has updated the book  
with a new chapter on the 2017  
Tax Cuts and Jobs Act, showing  
readers how to navigate the  
new tax law in its first year of  
being in effect, and how they*

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*can extend the life of their retirement savings by taking advantage of it now. The day of reckoning is fast approaching. Are you ready to do what it takes to experience the power of zero?*

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*Thinking strategically is what  
separates managers and  
leaders. Learn the  
fundamentals about how to  
create winning strategy and  
lead your team to deliver it.  
From understanding what*



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*strategy can do for you,  
through to creating a strategy  
and engaging others with  
strategy, this book offers  
practical guidance and expert  
tips. It is peppered with  
punchy, memorable examples*

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losing) with real world  
strategies. It can be read as a  
whole or you can dip into the  
easy-to-read, bite-size sections  
as and when you need to deal  
with a particular issue. The*

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*structure has been specially  
designed to make sections  
quick and easy to use - you'll  
find yourself referring back to  
them again and again.*

*Are you a good boss--or a great  
one? Get more of the*

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We've combed through  
hundreds of Harvard Business  
Review articles and selected*

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you master the innumerable  
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Buckingham, Michael D.*

*Watkins, and Linda Hill, this*

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*book will inspire you to: Draw  
out your employees' signature  
strengths Support a culture of  
honesty and civility Cultivate  
better communication and  
deeper trust among global  
teams Give feedback that will*

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*help your people excel Hire,  
reward, and tolerate only fully  
formed adults Motivate your  
employees through small wins  
Foster collaboration and break  
down silos across your company  
This collection of articles*

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Linda A. Hill and Kent  
Lineback; "Let Your Workers  
Rebel," by Francesca Gino;  
"The Feedback Fallacy," by  
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place. The seminal book Blue  
Ocean Strategy has sold over 4  
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of W. Chan Kim and Renée  
Mauborgne's work on creating*

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*new market spaces was originally published in the pages of Harvard Business Review. This book brings the best of those articles together all in one place. Piece by piece, these articles explain the*

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*process of creating “blue oceans”--uncontested market spaces, untainted by competition. Kim and Mauborgne introduce tools for exploring and exploiting these markets, such as the Value*

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the Business Model*

*Guide—tools that have come to  
make up the blue ocean  
strategy framework. This  
collection also features the*

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Business Review article, "Red  
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a new perspective on this  
important framework—and help*



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*you implement it in your  
organization. This volume  
includes the articles "Value  
Innovation: The Strategic Logic  
of High Growth," "Fair Process:  
Managing in the Knowledge  
Economy," "Creating New*

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*The vibrant connection to Jesus*

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*that opens up insanely great  
possibilities in a secularizing  
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**research visiting dozens of  
startups, tech companies and  
incumbents, Harvard Business  
School professor Thales  
Teixeira shows how and why  
consumer industries are  
disrupted, and what  
established companies can do**

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**about it—while highlighting  
the specific strategies  
potential startups use to gain  
a competitive edge. There is a  
pattern to digital disruption  
in an industry, whether the  
disruptor is Uber, Airbnb,  
Dollar Shave Club, Pillpack or**

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***one of countless other startups that have stolen large portions of market share from industry leaders, often in a matter of a few years. As Teixeira makes clear, the nature of competition has***



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**fundamentally changed. Using  
innovative new business  
models, startups are stealing  
customers by breaking the  
links in how consumers  
discover, buy and use  
products and services. By  
decoupling the customer**

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**value chain, these startups,  
instead of taking on the  
Unilevers and Nikes, BMW's  
and Sephoras of the world  
head on, peel away a piece of  
the consumer purchasing  
process. Birchbox offered  
women a new way to sample**

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**beauty products from a  
variety of companies from the  
convenience of their homes,  
without having to visit a  
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without having to own a car**

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and reigning incumbents like  
Best Buy and Comcast, as  
they struggle to respond,  
Unlocking the Customer Value  
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**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**

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**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,  
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the definitive guide to shift**



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**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**

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**packed with all-new research  
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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-**

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**strapped startup or a large,  
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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**

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**process. With battle-tested  
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critical reading for leaders,  
managers, and entrepreneurs  
alike. You'll learn what works,  
what doesn't, and how to**

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way. This book will empower  
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on your own blue ocean*

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