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**How to Create Uncontested Market Space
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Blue Ocean Strategy, Expanded Edition W. Chan Kim, Renee Mauborgne, 2015-01-20 Argues against common competitive practices while outlining recommendations based on the creation of untapped market spaces with growth potential [The W. Chan Kim and Renée Mauborgne Blue Ocean Strategy Reader](#) W. Chan Kim, Renée A. Mauborgne, 2017-01-24 The best of W Chan Kim and Ren e Mauborgne s articles on blue ocean strategy all in one place The seminal book *Blue Ocean Strategy* has sold over 4 million copies globally and is in print in 49 languages But much of W Chan Kim and Ren e Mauborgne s work on creating 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 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 Curve the Strategy Canvas the Price Corridor of the Mass and the Business Model Guide tools that have come to make up the blue ocean strategy framework This collection also features the authors latest Harvard Business Review article Red Ocean Traps Whether or not you re familiar with blue ocean strategy this book will give you a new perspective on this important framework and help 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 Maket Space Knowing a Winning Business Idea When You See One Charting Your Company s Future Tipping Point Leadership Blue Ocean Strategy How Strategy Shapes Structure Blue Ocean Leadership and Red Ocean Traps The Mental Models That Undermine Market Creating Strategies

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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 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 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 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 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 Ren e A 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 minutes We read every chapter identify the key takeaways and analyze them for your convenience Visit our website at instaread.co [Make Poverty Business](#) Craig Wilson, Peter Wilson, 2017-09-08 Poor people in developing countries could make excellent suppliers employees and customers but are often ignored by major businesses This omission leads to increased risk higher costs and lower sales Meanwhile businesses are asked by governments and poverty activists to do more for economic development but their exhortations are rarely based on a proper business case Make Poverty Business bridges the gap by constructing a rigorous profit making argument for multinational corporations to do more business with the poor It takes economic development out of the corporate social responsibility ghetto and places it firmly in the core business interests of the corporation and argues that to see the poor only as potential consumers at the bottom of the pyramid BOP misses half of the story Make Poverty Business examines the successes failures and missed opportunities of a wide range of global companies including Wal Mart BP Unilever Shell and HSBC when dealing with the poor and with development advocates in the media NGOs governments and international organisations It includes a discussion on how to use a poverty perspective to provoke profitable innovation not only to create new products and services but also to find new sources of competitive advantage in the supply chain and to develop more sustainable lower cost business models in developing countries Make Poverty Business will be essential reading for international business managers seeking to increase profits and decrease risks in developing countries development advocates who seek to harness the profit motive to achieve reductions in poverty and academics looking for practical strategies on how business can implement BOP initiatives in developing countries [Fundamentals of Supply Chain Management](#) , *SUMMARY: Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant: By W. Chan Kim & Renee Maurbogne | The MW Summary Guide* The Mindset Warrior, 2018-06-11 An Easy to Digest Summary Guide BONUS MATERIAL AVAILABLE INSIDE The Mindset Warrior Summary Guides provides you with a

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markets in today's digital era **IT Strategy & Technology Innovation** David McKean, 2018 Este libro proporciona el conocimiento necesario para crear una estrategia de TICs de alta calidad alineada con los objetivos de negocio para las organizaciones. Responde a las preguntas que muchos profesionales de TICs tienen sobre el negocio y la estrategia de TICs y en particular cómo utilizarla para obtener mejores resultados.

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