

# Blue Ocean Strategy: How To Create Uncontested Market Space And Make Competition Irrelevant By W. Chan Kim

By W. Chan Kim

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Blue ocean strategy generally refers to the creation by a company of a new, uncontested market space that makes competitors irrelevant and that creates new consumer <http://lexicon.ft.com/Term?term=blue-ocean-strategy>

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<http://www.definitions.net/definition/blue%20ocean%20strategy:%20how%20to%20create%20uncontested%20market%20space%20and%20make%20competition%20irrelevant>

How to Create Uncontested Market Space and Make the Competition Irrelevant. Kim: Blue ocean strategy is about a blue ocean of uncontested market space.  
<http://managementconsultingnews.com/interview-w-chan-kim-and-renee-mauborgne/>

Adapted from The Wall Street Journal Guide to Management by Alan Murray, published by Harper Business. The rapid pace of innovation and change in recent years  
<http://guides.wsj.com/management/strategy/what-is-blue-ocean-strategy/>

Blue ocean strategy is one of the most powerful innovation processes, aiming at creating profitable high-growth for companies. The objective is to create and capture  
<http://sixpathsconsulting.com/expertise/blue-ocean-strategy/>

In their book, Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, W. Chan Kim and Renee Mauborgne outline a strategy  
<http://moveyourcompanyforward.com/2012/01/10/blue-ocean-strategy/>

A brief description of the Blue Ocean Strategy framework with a small business case study.  
<http://blog.hubspot.com/blog/tabid/6307/bid/54/Blue-Ocean-Strategy-A-Small-Business-Case-Study.aspx>

Blue Ocean Strategy at JCSU. Johnson C. Smith University has a long history of innovation in keeping with its desire to be at the forefront of Historically Black  
<http://www.jcsu.edu/about/blue-ocean-strategy/blue-ocean-strategy-at-jcsu2>

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