



Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant

W. Chan Kim, Renee Mauborgne

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Winning by *not* competing! This international best seller upends traditional thinking with principles and tools to make the competition irrelevant.

In an audiobook that challenges everything you thought you knew, W. Chan Kim and Renee Mauborgne assert that tomorrow's leading companies will succeed, not by battling their rivals for market share in the bloody "red ocean" of a shrinking profit pool, but by creating "blue oceans" of untapped new market spaces ripe for growth.

Build execution into strategy

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