

Blue ocean strategy : Menciptakan ruang pasar tanpa pesaing dan menjadikan persaingan tidak lagi relevan

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Abstrak

Summary:

In a book that challenges everything you thought you knew about the requirements for strategic success, Kim and Mauborgne argue 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 a hundred years and 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.--
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