

Blue Ocean Shift : beyond competing : proven steps to inspire confidence... = Pergeseran samudra biru melampaui persaingan : langkah-langkah teruji untuk menghadapi perubahan

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Abstrak

Summary:

"Blue Ocean Shift is packed with inspiring, real-world examples of how leaders in diverse industries and organizations made the shift from red oceans of crowded competition to wide open blue oceans of new market space by applying the process and tools outlined within. Blue Ocean Shift shows you, step-by-step, how to build the confidence of your people and seize new growth. Here, you'll learn: Why focusing on competing misses huge growth opportunities and how to expand your thinking on strategy beyond competing; Why thinking of creative destruction and disruption as sources of innovation is limiting and how you can grow through nondisruptive creation; How anyone in any organization can move from red to blue oceans with Blue Ocean Shift's systematic five-step process -- not just entrepreneurs; Why people's confidence is essential to create and execute your growth strategy and how to build it; Why you should not build your growth strategy based on existing environmental and industry conditions and how you can shape them in your favor for growth