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The best of W. Chan Kim and Renee Mauborgne's articles on blue ocean strategy, all in one place. The seminal book *Blue Ocean Strategy* has sold over 3.6 million copies globally and is in print in 44 languages. But much of W. Chan Kim and Renee 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 Market 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."

PRAISE FOR THE AUTHOR'S BOOK *BLUE OCEAN STRATEGY*: "Blue Ocean Strategy is the most successful book on business master-planning in recent years." *The Economist*