

Skype in the Voice-over-IP Industry: A Commercially Viable Blue Ocean?

10/10 recommend
Not just advertising professionals
Great for business owners, no matter size of company

Authors
Thecasesolutions.com
The authors are W. Chan Kim & Renée Mauborgne
Both are currently strategy professors at INSEAD
Co-Founders of BOS®
Their academic background leads to systematic, "textbook-like" approach

Summary
Thecasesolutions.com
This book is a systematic and practical guide to the Blue Ocean Strategy. It is a must-read for business owners, managers, and students. The book is written in a clear and concise manner, making it easy to read and understand. It is a great resource for anyone looking to create a new market or improve an existing one.

Book's History
Thecasesolutions.com
The book was published in 2005. It was a period of slow economic growth. The book was updated in 2015 with new examples & case studies from the last 10 years. The extended version is very relevant today.

Subject & Title
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Video Introduction
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Part 1: Blue Ocean Strategy
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Appendix

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Summary
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Blue Oceans are defined as untapped market space.
This book covers studies of 150 strategic moves across 20 industries over 100 years.
Authors say that companies must move from "red oceans" to "blue oceans".
Key examples found in the book are: Cirque Du Soleil, Apple, Hertz, Wal-Mart.

Time & BOS

The original book was published in 2005.

2005 was a period of slow economic growth.

The book was updated in 2015 with new examples & case studies from the last 10 years.

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Think & Big Idea
Companies that are willing to act as "red oceans" can create new value.
The authors argue that there is a systematic approach to creating value.
The book provides a systematic approach to creating value.
The authors argue that there is a systematic approach to creating value.
The authors argue that there is a systematic approach to creating value.

Subject & Style
Thecasesolutions.com

The main topic is Blue Ocean Strategy.
The book is a systematic approach to creating value.
The authors argue that there is a systematic approach to creating value.
The authors argue that there is a systematic approach to creating value.

Video Introduction
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Evidence & Examples
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Part 1: Blue Ocean Strategy

Creating Blue Oceans
The main topic is Blue Ocean Strategy.
The book is a systematic approach to creating value.
The authors argue that there is a systematic approach to creating value.

Pt. 3: Executing BOS

Reviews/Awards
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Pt. 2: Formulating BOS

Summary

Thecasesolutions.com



Source: amazon.com

- Blue Oceans are defined as untapped market space
- This book covers studies of 150 strategic moves, across 30 industries over 100 years
- Authors say that companies must move from "red oceans" to "blue oceans"
- Key examples found in the book are Cirque Du Soleil, Apple, NetJets, Ralph Lauren

Reviews/Awards

Thecasesolutions.com

International best seller across 5 continents

A Wall Street Journal, BusinessWeek, and Fast
Company Best seller

"BOS is the most successful book on business
master-planning in recent years" -The Economist

★★★★★ **Excellent tools for generating creative strategies**

By [John Gibbs](#) on December 28, 2014

★★★★★ **The Book that Changed my Life!!**

By [Bill Kimbrell](#) on February 3, 2015

★★★★★ **A book to lead a paradigm shift in strategy theory and practice**

By [Thomas Z](#) on February 17, 2015

Source: Amazon.com

Video Introduction

Thecasesolutions.com

Source: blueoceanstrategy.com

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Thesis & Big Idea

- Companies must stop trying to compete in "red oceans" and create "blue oceans".
- The authors argue that there IS a systematic approach-not just luck
- The most successful companies are the ones who create new market space
- Successful in drawing out thesis.
- The examples in this book agree with our class discussions.

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Subject & Style

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The main topic is Blue Oceans and the systematic approach to creating them.

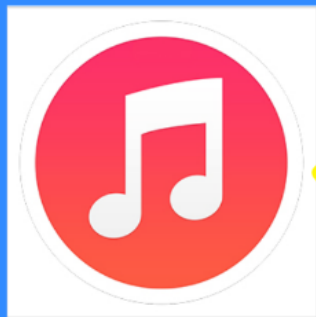
The style of BOS is mainly informative, scholarly, educational (outlines principles and tools)

but also argumentative

The visual, academia style aids in illuminating and illustrating the topic

Evidence & Examples

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