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BLUE OCEAN STRATEGY

**How to Create Uncontested Market Space
and Make the Competition Irrelevant**

W. CHAN KIM | RENÉE MAUBORGNE

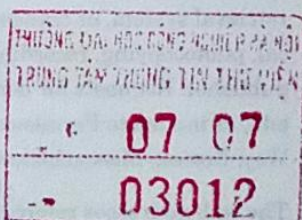
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Blue Ocean Strategy



*How to Create Uncontested Market Space
and Make the Competition Irrelevant*

W. Chan Kim



Renée Mauborgne 

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