

Strategia Oceano Blu Vincere Senza Competere

Beyond Disruption W. Chan Kim 2023-05-02 Blue Ocean Strategy, the #1 global bestseller, forever changed how the world thinks about strategy. Now W. Chan Kim and Renée Mauborgne offer up a bold, new idea that will transform how we all think about innovation and growth. Disruption dominates innovation theory and practice. But disruption, for all its power, is destructive—displacing jobs, companies, and even entire industries. Are we missing an alternative approach to innovation and growth? With three decades of research, the #1 global bestselling authors of Blue Ocean Strategy, W. Chan Kim and Renée Mauborgne, reveal another way to innovate and grow. Just as Blue Ocean Strategy redefined the essence of strategy as creating not competing, Beyond Disruption redefines and expands the existing view of innovation by introducing a new approach, nondisruptive creation, that is free from the destructive displacement that happens when innovators set out to disrupt. Kim and Mauborgne reveal the distinct advantages of nondisruptive creation to business and society, showing how this new approach to innovation allows companies to grow while also being a force for good. With examples that reach across all sectors of the economy and a practical framework for guiding innovation efforts, this book shows: Why nondisruptive creation matters to all of us and why it is likely to become even more important in the future How it complements disruption and how you can identify and execute on nondisruptive opportunities How companies can more thoughtfully pursue their growth and innovation strategies in a way that better balances business and society A practical guide for driving innovation and growth, the rich research behind the book, coupled with its frame-breaking message, make it the must-read book for the next generation of innovators.

El concepto de la estrategia del océano azul 50Minutos, 2016-04-11 Las claves de la estrategia de éxito empresarial para innovar y superar a la competencia Este libro es una guía práctica y accesible para entender y aplicar el concepto de la estrategia del océano azul, que le aportará la información esencial y le permitirá ganar tiempo. En tan solo 50 minutos, este libro le permitirá: Mejorar el éxito de su empresa Aumentar su rendimiento con la distinción de los dos tipos de mercado: océanos azules y océanos rojos Descubrir cómo poner en práctica la innovación y la creación de mercado Este libro ofrece un resumen y un análisis del concepto de la estrategia del océano azul, desarrollada originalmente por Renée Mauborgne y W. Chan Kim. SOBRE 50MINUTOS.ES | Economía y empresa 50MINUTOS.ES le ofrece las claves para entender rápidamente las principales teorías y conceptos que rigen el mundo económico actual. Nuestras obras combinan teoría, estudios de caso y múltiples ejemplos prácticos para que amplíe sus competencias y conocimientos sin perder tiempo. ¡Descubra en un tiempo récord las claves para el éxito de su negocio!

Qualità per competere Domenico Faraglia 2016-11-29T00:00:00+01:00 100.840

Le tue prossime 5 mosse Patrick Bet-David 2023-10-02T00:00:00+02:00 C'è una cosa che accomuna gli imprenditori di successo e i grandi maestri di scacchi: la capacità di guardare avanti e anticipare le loro prossime cinque mosse. In questo libro, Patrick Bet-David traduce questa abilità in una preziosa metodologia applicabile a tutti i livelli di business per raggiungere risultati elevati. Se hai la sensazione di non saper cosa fare, di aver perso la motivazione o di essere alla ricerca di strategie innovative per far crescere la tua attività, Le tue prossime 5 mosse ti viene in aiuto.

I Principi del Barman - [Principia Bartender] - Libro Primo Domi Dambrosio 2021-05-01 Il percorso professionale di Barman non può non essere considerato anche in funzione delle singole peculiarità innate, o sviluppate, dell'essere umano. Attraverso l'analisi dei temi cosiddetti impliciti, in questa raccolta di libri, verranno affrontati e trattati gli argomenti relativi in maniera approfondita che esulano dall'iter formativo canonico nell'ambito "bartending" senza escluderlo. L'implementazione di alcuni pattern ricavati dallo studio della psicologia, della sociologia, della filosofia,

della fisica, della geometria, dell'algebra, dell'analisi statistica e dell'economia d'azienda consentiranno al professionista, o all'aspirante tale, di riuscire ad indentificare e a pianificare i propri obiettivi e successivamente a prevedere e ad analizzare i risultati ottenuti in modo da poterli qualificare e quantificare. Tale circuito integrativo è suddiviso secondo la natura degli argomenti trattati che vanno dall'impostazione delle basi concettuali all'apprendimento e l'elaborazione degli elementi imprescindibili per la professione di Barman e, nello specifico, per la miscelazione analitica.

Smartphone Evolution. Scopri cosa puoi fare col tuo cellulare e rilancia il tuo lavoro e la tua vita Francesco Facchini

2021-03-15T00:00:00+01:00 Fino a ieri, lo smartphone era un'arma di distrazione di massa. Oggi, nell'era del COVID-19, tutto è cambiato. Con il telefonino hai imparato, per forza o per amore, a fare cose di valore. Hai comunicato, lavorato, sognato, progettato: hai vissuto. Oggi lo smartphone è un computer potentissimo, uno splendido produttore di contenuti, un assistente, un organizzatore, un segretario e un compagno di viaggio. Questo libro ti aiuterà a sfruttarne appieno le potenzialità, partendo dal linguaggio visivo della mobile content creation. Con questa cultura potrai raccontarti meglio, raggiungere più clienti, cambiare le tue azioni giornaliere e i tuoi obiettivi. Potrai crearti un lavoro, allargare il tuo pubblico, interagire con più persone in modo efficace. Ora sta a te. Dopo aver subito per anni i messaggi, le notifiche e tutti stimoli che arrivano, prendi in mano lo smartphone e comincia a usarlo tu, come produttore e diffusore dei messaggi importanti per la tua vita e per il tuo lavoro. Il tuo futuro è adesso: evolvi e raccontalo con il tuo smartphone.

L'Italia che compete. L'Italian Way of Doing Industry AA. VV. 2011-07-08T00:00:00+02:00 1332.15

Strategia II edizione Umberto Bertelè 2016-09-27T00:00:00+02:00 "La strategia militare è centrata sulla competizione, con un grande interlocutore che è il nemico. La strategia di un'impresa è competizione sul mercato, solitamente con più competitori; ma è anche acquisizione di imprese concorrenti o complementari, sottoscrizione di alleanze, integrazione lungo la supply chain, ricerca e sviluppo di prodotti e soluzioni innovative, affermazione dei brand e conquista di nuovi clienti, capacità di attrazione delle risorse umane pregiate, conquista della fiducia degli investitori e delle banche e capacità di attrazione delle risorse finanziarie, responsabilità sociale. Può essere anche lobbying (per promuovere leggi favorevoli), sfruttamento legale delle risorse umane o ambientali (approfittando delle differenze nelle regole nei diversi paesi), ridotta belligeranza nei riguardi dei competitori (per mantenere più elevati i margini) o elusione fiscale. E - andando al di là della frontiera del lecito può essere corruzione, collusione, sfruttamento illegale del lavoro, evasione fiscale, inganno dei consumatori o del mercato finanziario, truffa. Qui sta la terza differenza, ovvero la rilevanza nelle scelte strategiche di un'impresa della presenza di regole del gioco e di arbitri, inesistenti o irrilevanti nelle strategie militari." (dall'introduzione)

Strategia Umberto Bertelè 2013-10-22T00:00:00+02:00 "La strategia militare è centrata sulla competizione, con un grande interlocutore che è il nemico. La strategia di un'impresa è competizione sul mercato, solitamente con più competitori; ma è anche acquisizione di imprese concorrenti o complementari, sottoscrizione di alleanze, integrazione lungo la supply chain, ricerca e sviluppo di prodotti e soluzioni innovative, affermazione dei brand e conquista di nuovi clienti, capacità di attrazione delle risorse umane pregiate, conquista della fiducia degli investitori e delle banche e capacità di attrazione delle risorse finanziarie, responsabilità sociale. Può essere anche lobbying (per promuovere leggi favorevoli), sfruttamento legale delle risorse umane o ambientali (approfittando delle differenze nelle regole nei diversi paesi), ridotta belligeranza nei riguardi dei competitori (per mantenere più elevati i margini) o elusione fiscale. E - andando al di là della frontiera del lecito può essere corruzione, collusione, sfruttamento illegale del lavoro, evasione fiscale, inganno dei consumatori o del mercato finanziario, truffa. Qui sta la terza differenza, ovvero la rilevanza nelle scelte strategiche di un'impresa della presenza di regole del gioco e di arbitri, inesistenti o irrilevanti nelle strategie militari." (dall'introduzione)

Competitive Strategies E. Valdani 2012-11-30 This book proposes a new framework to effectively manage both offensive and defensive marketing strategies. It reinterprets the competitive challenge as a circular journey, that is, an endless sequence of three competitive "seasons." The authors call them the games of movement, imitation, and position.

Imprese 5.0: veloci senza fretta Francesco Orlando 2021-09-16 Cosa vuol dire veloci senza fretta? Significa cavalcare l'onda tumultuosa dell'accelerazione tecnologica e della digitalizzazione, ma con criterio. Il post-pandemia è per le imprese un territorio pieno di opportunità che richiedono un adeguamento delle competenze, dei processi, dell'organizzazione e degli investimenti mirati. Mettere in fila le priorità e compiere scelte basate su analisi accurate è la base per dominare le tecnologie, mettendole al proprio servizio, piuttosto che subirle. Entriamo in un'era di convivenza tra intelligenza umana e artificiale, per vincere in un mercato le cui parole chiave sono servizi, sostenibilità, digitale. Il volume è un vademecum per gestire l'alleanza tra creatività, metodo, tecnologia e correre veloce con una strumentazione precisa sotto gli occhi.

Blue Ocean Strategy, Expanded Edition W. Chan Kim 2015-01-20 Argues against common competitive practices while outlining recommendations based on the creation of untapped market spaces with growth potential.

Strategie e giochi competitivi Enrico Valdani 2014-03-11T00:00:00+01:00 A differenza dei diamanti, lo status quo non mai per sempre. Parte da questa provocazione, ispirata a una celebre campagna pubblicitaria, l'originale prospettiva strategica presentata. Il libro ricorda la circolarità del nostro destino che, nel confronto competitivo, si traduce nella successione dinamica dei giochi di movimento, imitazione e posizione. All'interno di questo efficace schema interpretativo, il libro suggerisce la formulazione di numerose strategie offensive e difensive. La vera capacità competitiva dell'impresa non risiede soltanto nella conoscenza della strategia, quanto nella comprensione del contesto evolutivo in cui essa si muove e nel quale manovre ortodosse e non ortodosse possono prendere forma. In questa prospettiva il testo offre a tutti, manager e studiosi, validi criteri per individuare le soluzioni vincenti nei mercati da gestire oggi e da immaginare per domani.

Blue Ocean Strategy Andreas Mebert 2017 Presenting a creative approach to the normal view of competition, this book tackles the central problem facing all businesses: how to perform better than your competitors. --

Purple Cow Seth Godin 2005-01-27 You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Apple, Starbucks, Dyson and Pret a Manger have in common? How do they achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place.

Red Ocean Traps (Harvard Business Review Classics) W. Chan Kim 2017-05-30 As established markets become less profitable, companies increasingly need to find ways to create and capture new markets. Despite much investment and commitment, most firms struggle to do this. What, exactly, is getting in their way? World-renowned professors W. Chan Kim and Renee Mauborgne, the authors of the best-selling book *Blue Ocean Strategy* have spent over a decade exploring that question. They have seen that the trouble lies in managers' mental models--ingrained assumptions and theories about the way the world works. Though these models may work perfectly well in mature markets, they undermine executives' attempts to discover uncontested new spaces with ample potential (blue oceans) and keep companies firmly anchored in existing spaces where competition is bloody (red oceans). In this bound version of their bestselling Harvard Business Review classic article, they describe how to break free of these red ocean traps. To do that, managers need to: (1) Focus on attracting new customers, not pleasing current customers; (2) Worry less about

segmentation and more about what different segments have in common; (3) Understand that market creation is not synonymous with either technological innovation or creative destruction; and (3) Stop focusing on premium versus low-cost strategies. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world--and will have a direct impact on you today and for years to come.

L'innovazione che non ti aspetti. Contesti e visioni per l'impresa AA. VV. 2015-06-12T00:00:00+02:00 1420.1.169

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services Rocco Moliterni 2008 The Toulon-Verona Conference was founded in 1998 by prof. Claudio Baccarani of the University of Verona, Italy, and prof. Michel Weill of the University of Toulon, France. It has been organized each year in a different place in Europe in cooperation with a host university (Toulon 1998, Verona 1999, Derby 2000, Mons 2001, Lisbon 2002, Oviedo 2003, Toulon 2004, Palermo 2005, Paisley 2006, Thessaloniki 2007, Florence, 2008). Originally focusing on higher education institutions, the research themes have over the years been extended to the health sector, local government, tourism, logistics, banking services. Around a hundred delegates from about twenty different countries participate each year and nearly one thousand research papers have been published over the last ten years, making of the conference one of the major events in the field of quality in services.

Blue Ocean Classics W. Chan Kim 2019-07-16 The collection you need to create more blue oceans. W. Chan Kim and Renee Mauborgne changed the field of strategy and the language of business with their pathbreaking "blue ocean strategy," a model for creating uncontested markets that unlock new demand and new opportunities for growth. This book brings together three of their classic blue ocean strategy articles, all first published in Harvard Business Review. "Blue Ocean Strategy" highlights the distinct differences between market-competing (red ocean) and market-creating (blue ocean) strategy and what it takes to create the new markets of tomorrow. In "Red Ocean Traps," Kim and Mauborgne reveal the faulty assumptions that keep managers tethered to existing overcrowded markets (red oceans). "Blue Ocean Leadership" applies the concepts and analytic frameworks of blue ocean strategy to an innovative leadership approach that releases employees' untapped talent and energy while conserving their most precious resource--time. This collection is the ideal start, or refresher, for creating more blue oceans.

Blue Ocean Shift W. Chan Kim 2017-09-26 NEW YORK TIMES BESTSELLER #1 WALL STREET JOURNAL BESTSELLER Blue Ocean Shift is the essential follow up to Blue Ocean Strategy, the classic and over 4 million copy global bestseller by world-renowned professors W. Chan Kim and Renee Mauborgne. Drawing on more than a decade of new work, Kim and Mauborgne show you how to move beyond competing, inspire your people's confidence, and seize new growth, guiding you step-by-step through how to take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space. By combining the insights of human psychology with practical market-creating tools and real-world guidance, Kim and Mauborgne deliver the definitive guide to shift yourself, your team, or your organization to new heights of confidence, market creation, and growth. They show why nondisruptive creation is as important as disruption in seizing new growth. Blue Ocean Shift is packed with all-new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book. Whether you are a cash-strapped startup or a large, established company, nonprofit or national government, you will learn how to move from red to blue oceans in a way that builds your people's confidence so that they own and drive the process. With battle-tested lessons learned from successes and failures in the field, Blue Ocean Shift is critical reading for leaders, managers, and entrepreneurs alike. You'll learn what works, what doesn't, and how to avoid the pitfalls along the way. This book will empower you to succeed as you embark on your own blue ocean journey. Blue Ocean Shift is indispensable for anyone committed to building a compelling future.

Strategia oceano blu. Vincere senza competere. Nuova ediz. W. Chan Kim 2023

Il futuro possibile Stefano Cecchini 2020-12-09 La capacità di stare al passo con le evoluzioni dei mercati, ponendo sempre di più al centro dell'attenzione concetti quali, ad esempio, globalizzazione e flessibilità, mette in qualche modo le persone che lavorano nelle organizzazioni nella condizione di dover prendere decisioni in modo molto diverso dal passato. Questo libro, presentando le metodologie COREModel® e GDM (Geomarketing Digital Management), vuole offrire a imprenditori, manager e consulenti, efficaci strumenti per interpretare e gestire le potenzialità di sviluppo delle organizzazioni, in un mercato sempre più sfidante, competitivo, talvolta persino ostile, come le recenti vicissitudini legate prima alla crisi del 2009 e poi al Covid 19 hanno dimostrato. L'intento è quello di presentare un innovativo modello di approccio al problema/opportunità attinente l'analisi degli elementi necessari a comprendere l'entità e la qualità del cambiamento atteso e a effettuare una riuscita diagnosi organizzativa al fine di progettare un efficace nuovo modello di business.

Blue Ocean Strategy with Harvard Business Review Classic Article "Red Ocean Traps" (2 Books) W. Chan Kim 2017-06-27 Chart a path to creating uncontested market space and winning the future. This collection of work by globally preeminent management thinkers W. Chan Kim and Renée Mauborgne brings together their perennial bestseller book Blue Ocean Strategy with their classic articles "Blue Ocean Leadership" and "Red Ocean Traps." Blue Ocean Strategy, the global phenomenon that has sold over 4 million copies and is recognized as one of the most iconic and impactful strategy books ever written, argues 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 100 years across 30 industries), Kim and Mauborgne argue that lasting success comes not from battling competitors but from creating "blue oceans"—untapped new market spaces ripe for growth. The book presents a systematic approach to making competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. In the article "Red Ocean Traps," the authors show how managers' mental models—ingrained assumptions and theories about the way the world works—undermine attempts to discover uncontested new market spaces. The authors provide a framework for avoiding spaces where competition is bloody (red oceans) and moving to blue ocean spaces with ample potential.

Come comunicare il Terzo Settore. Che la mano sinistra sappia quel che fa la destra Pietro Citarella 2010-02-12T00:00:00+01:00 1060.182

Employee experience Rosario Sica 2019-11-07T00:00:00+01:00 100.904

Il ritorno della strategia Cynthia A. Montgomery 2012-08-29 Sei uno stratega? È questa la prima domanda che pone Cynthia Montgomery ai manager e imprenditori di tutto il mondo che si iscrivono al suo leggendario programma di strategia, uno dei corsi più famosi della Harvard Business School. I partecipanti non se ne preoccupano più di tanto a inizio giornata, ma quando arrivano al termine del corso non possono più concepire di guidare il loro business senza essere stratega e viverne quotidianamente il ruolo. Ciò che imparano è che la strategia non è solo uno strumento analitico per superare la concorrenza (come si è creduto negli ultimi vent'anni), ma è il mezzo più potente che un leader ha in mano per disegnare la sua impresa e vincere le difficili sfide che si presentano. Il libro - i cui diritti sono stati venduti in 14 Paesi - mette a disposizione di tutti coloro che sono coinvolti nella gestione di imprese grandi e piccole i preziosi consigli che Montgomery condivide con i suoi interlocutori diretti e, distillando le esperienze e le osservazioni raccolte durante le lezioni, aiuta tutti a sviluppare le competenze e le sensibilità necessarie a diventare un vero stratega. Un ruolo difficile ma imprescindibile, perché nelle attuali turbolenze di mercato un leader che non è padrone della strategia è destinato a soccombere.

Il marketing per lo studio legale. Con CD-ROM Giovanna Raffaella Stumpo 2013

Il Maestro di vino Cipolla 2013

Blue ocean strategy W. Chan Kim 2005

Il marketing per crescere. 8 percorsi per vincere Philip Kotler 2015-03-25 Se pensate che le aziende non possano svilupparsi in un'economia a basso tasso di sviluppo, Philip Kotler (il guru del marketing) e Milton Kotler (quarant'anni di esperienza nel marketing strategico) vi faranno cambiare idea. In questo libro potrete veder

Sales Ethics Alberto Aleo 2015-05-20 Do ethics pay? In an attempt to answer this question, the authors analyze the economic theories that might rehabilitate ethics in the world of sales and turn them into an effective tool for conducting negotiations. This book proposes a "bottom-up" approach that starts from an analysis of sales activities to build a business style that, if adopted by an entire organization, can make the difference thus enhancing the company's success. Italian culture provides a backdrop to the book; the authors reinterpret the particular nature of the country's economic and social fabric and integrate this into an approach to business that can create authentic relationships, shared prosperity and quality of life across other cultures. Sale Ethics stimulates the development of a self-entrepreneurial mind-set that is useful in any field, and provides a simple and effective method of capitalizing on your own talents while respecting others and at the same time garnering the rewards of ethical behavior.

Strategia Oceano Blu W. Chan Kim 2012-02-24 Sin dagli albori dell'era industriale, le imprese hanno ingaggiato una battaglia senza quartiere per accaparrarsi un vantaggio nel sanguinante oceano rosso della competizione, colmo di rivali che lottano per un potenziale di profitti sempre più ridotto. Ma quali prospettive di crescita potrebbero avere se, invece, operassero senza alcuna concorrenza, in uno spazio di mercato incontestato, dalle possibilità illimitate come quelle di un oceano blu? Attraverso uno studio condotto in oltre trenta settori, su un arco di tempo che varca il secolo, Kim e Mauborgne hanno elaborato un modello sistematico, replicabile da qualsiasi impresa, per scoprire per primi nuove e inedite opportunità di crescita. Strategia Oceano Blu porta un messaggio carico di ispirazione: il successo non dipende dalla concorrenza spietata né da costosi budget di marketing e R&S, ma da mosse strategiche brillanti, adatte a un uso sistematico da parte di tutte le imprese. Novità in Appendice: "Come la strategia modella la struttura" di W. Chan Kim e Renée Mauborgne, tratto da Harvard Business Review.

Piccolo manuale. Strategia oceano blu. Le regole per vincere senza competere W. Chan Kim 2013

La strategia di comunicazione nell'era digitale Maria Pia Favaretto 2013

Piccolo manuale Strategia Oceano Blu W. Chan Kim 2013-11-13 L'oceano rosso è infestato dagli squali. L'oceano blu è pieno di opportunità. Perché combattere nel sanguinante oceano rosso della concorrenza spietata, per profitti sempre più ridotti, invece di nuotare liberi nello spazio incontestato di un oceano blu? Dal bestseller internazionale Strategia Oceano Blu, i concetti chiave e gli strumenti per creare oceani blu dove gli altri non sono ancora arrivati e far crescere il proprio business, in tutti i settori.

Be CEO Pietro Santoro 2016-08-01 What's the thinking of the best CEO's of the world? How to understand where you are as CEO and top priorities to effort? How to create a vision? How a mission? How a strategy? How a related and sustainable action plan? What's the secret of a successful CEO and Company? How many meetings organize? What's the best agenda for daily, weekly, monthly, quarterly, yearly meetings? These and other questions are clearly analyzed in the book and for all of them you will find effective answers and examples.

Blue Ocean Strategy with Harvard Business Review Classic Article "Blue Ocean Leadership" (2 Books) W. Chan Kim 2017-06-27 Chart a path to creating uncontested market space and winning the future. This collection of work by globally preeminent management thinkers W. Chan Kim and Renée Mauborgne brings together their perennial bestseller book Blue Ocean Strategy with their classic article "Blue Ocean Leadership." Blue Ocean Strategy, the global phenomenon that has sold over 4 million copies and is recognized as one of the most iconic and impactful strategy books ever written, argues 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 100 years across 30 industries), Kim and Mauborgne argue that lasting success comes not from battling competitors but from creating “blue oceans”—untapped new market spaces ripe for growth. The book presents a systematic approach to making competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. In the article “Blue Ocean Leadership,” the authors apply their concepts and tools to what is perhaps the greatest challenge of leadership: closing the gulf between the potential and realized talent and energy of employees. The authors offer a systematic method for uncovering, at every level of the organization, which leadership acts and activities will inspire employees to give it their all and a process for getting managers throughout the company to undertake these tasks.

Blue Ocean Leadership (Harvard Business Review Classics) W. Chan Kim 2017-05-30 Ten years ago, world-renowned professors W. Chan Kim and Renee Mauborgne broke ground by introducing "blue ocean strategy," a new model for discovering uncontested markets that are ripe for growth. In this bound version of their bestselling Harvard Business Review classic article, they apply their concepts and tools to what is perhaps the greatest challenge of leadership: closing the gulf between the potential and the realized talent and energy of employees. Research indicates that this gulf is vast: According to Gallup, 70% of workers are disengaged from their jobs. If companies could find a way to convert them into engaged employees, the results could be transformative. The trouble is, managers lack a clear understanding of what changes they could make to bring out the best in everyone. In this article, Kim and Mauborgne offer a solution to that problem: a systematic approach to uncovering, at each level of the organization, which leadership acts and activities will inspire employees to give their all, and a process for getting managers throughout the company to start doing them. Blue ocean leadership works because the managers' "customers"—that is, the people managers oversee and report to—are involved in identifying what's effective and what isn't. Moreover, the approach doesn't require leaders to alter who they are, just to undertake a different set of tasks. And that kind of change is much easier to implement and track than changes to values and mind-sets. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.

The W. Chan Kim and Renée Mauborgne Blue Ocean Strategy Reader W. Chan Kim 2017-01-24 The best of W. Chan Kim and Renée Mauborgne's articles on blue ocean strategy, all in one place. The seminal book *Blue Ocean Strategy* has sold over 4 million copies globally and is in print in 46 languages. But much of W. Chan Kim and Renée 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.”

Blue Ocean Strategy Andreas Mebert 2017-07-15 Competitors have always existed in business, but what if it were possible to render your

competition irrelevant? This is the critical question posed in Blue Ocean Strategy, which argues that the path to success of any company lies not in taking on potential competitors, but in the creation of "blue oceans" in uncontested market space.

Strategia Oceano Blu Vincere Senza Competere :

In today digital age, eBooks have become a staple for both leisure and learning. The convenience of accessing Strategia Oceano Blu Vincere Senza Competere and various genres has transformed the way we consume literature. Whether you are a voracious reader or a knowledge seeker, read Strategia Oceano Blu Vincere Senza Competere or finding the best eBook that aligns with your interests and needs is crucial. This article delves into the art of finding the perfect eBook and explores the platforms and strategies to ensure an enriching reading experience.

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