

Blue Ocean Strategy Case Study

They assert that the strategic moves outlined in the book create a leap in value for the company, its buyers, and its employees while unlocking new demand and making the competition irrelevant. The book presents analytical frameworks and tools to foster an organization's ability to systematically create and capture "blue oceans"—unexplored new market areas. An expanded edition of the book was published in 2015, while two sequels entitled Blue Ocean Shift and Beyond Disruption were published in 2017 and 2023 respectively. 737251a596

Blue whale *m. musculus* in the North Atlantic and North Pacific, *B.* The blue whale's long and slender body can be of various shades of greyish-blue on its upper surface and somewhat lighter underneath. *intermedia* in the Southern Ocean, *B.* 5 m (98–100 ft) and weighing up to 190–200 t (190–200 long tons; 210–220 short tons), it is the largest animal known to have ever existed. *brevicauda* (the pygmy blue whale) in the Indian Ocean and South Pacific Ocean, and *B.* There is a population in the waters off Chile that may constitute a fifth subspecies. *m. m.* Reaching a maximum confirmed length of 29. *m. indica* in the Northern Indian Ocean. *m.* Four subspecies are recognized: *B.* Southern Ocean, *B.* 9–30. *brevicauda* (the pygmy blue whale) in the Indian Ocean and South Pacific Ocean, and *B. indica* in the Northern Indian Ocean. *m.* There The blue whale (*Balaenoptera musculus*) is a marine mammal and a baleen whale 737251a596

In contrast to foreign policy, grand strategy emphasizes the military implications of policy; considers costs benefits of policies... 737251a596 In contrast to strategy, grand strategy encompasses more than military means (such as diplomatic and economic means); does not equate success with purely military victory but also the pursuit of peacetime goals and prosperity; and considers goals and interests in the long-term rather than short-term. 737251a596

Blue economy *e.* Based on an Blue economy is a term in economics relating to the exploitation, preservation and regeneration of the marine environment. This can include a wide range of economic sectors, from the more conventional fisheries, aquaculture, maritime transport, coastal, marine and maritime tourism, or other traditional uses, to more emergent activities such as coastal renewable energy, marine ecosystem services (*i.* blue carbon), seabed mining, and bioprospecting. Its scope of interpretation varies among organizations. regional level—for example, the study, "Shades of blue: the regional structure of the ocean economy in Brazil," published in Ocean Sustainability. However, the term is generally used in the scope of international development when describing a sustainable development approach to coastal resources and ocean development 737251a596

Ocean governance The underlying reasoning behind this is the market has to have the desire in order to promote environmental protection, however. There is a belief more strongly in the US than other countries that the “invisible hand” is the best method to determine ocean governance factors. stakeholders, NGOs and so forth, therefore the state is not the only acting power in policy making. However, ocean governance is complex because much of the ocean is a commons that is not ‘owned’ by any single person or nation/state. There are even studies that have demonstrated the toxic effects Ocean governance is the conduct of the policy, actions and affairs regarding the world's oceans. Microbead-Free Waters Act and the Ocean Protection Council: Statewide Microplastics Strategy. *e.* Within governance, it incorporates the influence of non-state actors, *i.* These include factors such as what resources we consume, what price we should pay for them, and how we should use them 737251a596

In general, blue whale populations migrate between their... 737251a596 At 165,250,000 square kilometers (63,800,000 square miles) in area (as defined with a southern Antarctic border), the Pacific Ocean is the largest division of the World Ocean and the hydrosphere and covers approximately 46% of Earth's water surface and about 32% of the planet's total surface area, larger than its entire land area (148,000,000 km² (57,000,000 sq mi)). The centers of both the water hemisphere and the Western Hemisphere, as well as the oceanic pole of inaccessibility, are in... 737251a596

Indian Ocean Rim Association The IORA is a regional forum, tripartite in nature, bringing together representatives of Government, Business and Academia, for promoting co-operation and closer interaction among them. It is based on the principles of for strengthening Economic Cooperation particularly on Trade Facilitation and Investment, Promotion as well as Social Development of the region. The Coordinating Secretariat of IORA is located at Ebene, Mauritius. The Indian Ocean Rim Association (IORA), formerly known as the Indian Ocean Rim Initiative (IORI) and the Indian Ocean Rim Association for Regional Cooperation The Indian Ocean Rim Association (IORA), formerly known as the Indian Ocean Rim Initiative (IORI) and the Indian Ocean Rim Association for Regional Cooperation (IOR-ARC), is an international organisation consisting of 23 states bordering the Indian Ocean 737251a596

Ocean surface ecosystem Species at the surface are not distributed uniformly; the ocean's surface provides habitat for unique neustonic communities and ecoregions found at only certain latitudes and only in specific ocean basins. Life on the ocean's surface connects worlds. "just before it Organisms that live freely at the ocean surface, termed neuston, include keystone organisms like the golden seaweed *Sargassum* that makes up the Sargasso Sea, floating barnacles, marine snails, nudibranchs, and cnidarians. From shallow waters to the deep sea, the open ocean to rivers and lakes, numerous terrestrial and marine species depend on the surface ecosystem and the organisms found. continental shelves (light blue), and surfaces

of the more expansive and relatively deeper but nutrient poor ocean that lies beyond (deep blue). But the surface is also on the front line of climate change and pollution. Many ecologically and economically important fish species live as or rely upon neuston 737251a596

Indian Ocean To the south it is bounded by the Southern Ocean or Antarctica, depending on the definition in use. It is bounded by Asia to the north, Africa to the west and Australia to the east. The Indian Ocean has large marginal or regional seas, including the Andaman Sea, the Arabian Sea, the Bay of Bengal, and the Laccadive Sea. The Indian Ocean is the third-largest of the world's five oceanic divisions, covering 70,560,000 km² (27,240,000 sq mi) or approximately 20% of the water area of Earth's surface 737251a596

W. Chan Kim He is known as co-author of the 2005 book Blue Ocean Strategy. He is a Professor of Strategy and Management at INSEAD, and co-director of the INSEAD Blue Ocean Strategy Institute in Fontainebleau, France W. Chan Kim (Korean: 김찬; born 1951) is a South Korean business theorist. He is a Professor of Strategy and Management at INSEAD, and co-director of the INSEAD Blue Ocean Strategy Institute in Fontainebleau, France. business theorist 737251a596

Grand strategy Grand strategy or high strategy is a state's strategy of how means (military and nonmilitary) can be used to advance and achieve national interests in Grand strategy or high strategy is a state's strategy of how means (military and nonmilitary) can be used to advance and achieve national interests in the long-term. Issues of grand strategy typically include the choice of military doctrine, force structure and alliances, as well as economic relations, diplomatic behavior, and methods to extract or mobilize resources 737251a596

Pacific Ocean It extends from the Arctic Ocean in the north to the Southern Ocean, or, depending on the definition, to Antarctica in the south, and is bounded by the continents of Asia and Australia in the west and the Americas in the east. Pacific Ocean is the largest and deepest of Earth's five oceanic divisions. It extends from the Arctic Ocean in the north to the Southern Ocean, or, depending The Pacific Ocean is the largest and deepest of Earth's five oceanic divisions 737251a596

Blue Ocean Strategy Chan Kim and Renée Mauborgne, professors at INSEAD, and the name of the marketing theory detailed on the book. Chan Kim and Renée Mauborgne, professors at INSEAD, and the name of the marketing theory Blue Ocean Strategy is a book published in 2005 written by W. Blue Ocean Strategy is a book published in 2005 written by W 737251a596

Geologically, the Indian Ocean is the youngest of the oceans, and it has distinct features such as narrow continental shelves. Its average depth is 3,741 m. It is the warmest ocean, with a significant impact on global climate due to its interaction with the atmosphere. Its waters are affected by the... 737251a596

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