Blue Ocean Shift | Strategy Casebook

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<th>Blue Ocean Shift</th>
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Dive into Amazon’s growth strategies - how did the company become an e-commerce and IT giant from an internet bookseller? This case analyzes the commonalities and differences across Amazon’s key strategic moves; thereby understand the roots of the company’s successes and failures.
Dutch violinist André Rieu reconstructed industry boundaries to unlock vast new demand for classical music. How did he create a new market space in a once declining industry?
How did Marvel achieve a dramatic turnaround and produce the most profitable movie franchise in history just over a decade after exiting bankruptcy?
How did Apple transform itself from a computer manufacturer to a consumer electronic giant through a series of blue ocean strategic moves? The case explains this process with the PMS map showing how a corporation can manage and balance today’s performance and its future profitability.
The case describes a series of blue ocean strategic moves made by salesforce.com in the CRM application market, demonstrating how a company can effectively create and renew its blue ocean in the B2B space by value innovating on the product, service, and delivery platforms.
How can an organization create a blue ocean that is hard to imitate and is sustainable? This case explains how Wikipedia aligned value, profit and people propositions in pursuit of both differentiation and low cost.
What was behind the conception of the Tata Nano as “the People’s car”? Why didn’t the Nano realize its full promise? This case analyzes Tata Motors’ strategic move to create and launch the Tata Nano, exploring the factors behind the project’s earlier success and the reasons for its execution failure.
How did Skype create exceptional utility in the VoIP industry and unlock new demand? Why wasn't it able to turn a profit despite explosive growth in demand? This case explores how one could set a strategic price even though there doesn't seem to be major precedents for such an offering.
“We are not competing with other internet companies; we are competing with the store experience.” How did Zappos build a unique value proposition that is neither an offline nor online shoe store in the conventional sense?
This case explores Zappos’s people proposition that contributed to the company’s high performance and strong barriers to imitation, highlighting the importance of Fair Process for strategy execution.
What strategic path did Nintendo pursue in creating Nintendo Wii? This case demonstrates how the company looked to the gaming industry’s noncustomers and created its blue ocean offering.
How did Rehabilitation reconstruct the highly regulated medical supplies industry in Germany when traditional players were trapped in the intensifying price-based competition and overlooked the pain points of users?
How did Drybar change the concept of professional blow-drying service and make it so compelling to all women regardless of their age and profession?
How about opening a bank account in your local convenient store? What is the strategic logic behind Compte-Nickel’s innovative offering?
How did Justin Trudeau, coming from a seemingly hopeless third place, win a stunning majority and become Canada’s 23rd Prime Minister? The case suggests that his campaign broke with the traditional rules of engagement by reaching out to non-voters, and increasing willingness-to-vote while lowering the cost-of-voter acquisition.
In the era of globalization, how can multinational corporations (MNCs) effectively consolidate their borders in a way to ensure that the benefits of integration exceed the costs? This case shows how blue ocean strategy can be applied to corporate finance and help MNCs achieve value innovation.
How a US Consumer Products Company Unlocked the Three Tiers of Noncustomers

Where can managers obtain insights for creating new demand? The case explains how Gillette unlocked different tiers of noncustomers sequentially to create and expand its blue ocean in the shaving industry.
Find out the common patterns across breakthrough strategic moves that allowed companies to break away from the competition and create and capture new market space.
Crafting Winning Strategies in a Mature Market:
The US Wine Industry in 2001

How can a company create a winning strategy in an overcrowded and highly competitive industry? Learn how Australia’s Casella Winery reconstructed across market boundaries to launch [Yellow Tail] and created a blue ocean in the US wine industry.
NTT DoCoMo’s i-mode was the world’s first smartphone to achieve mass adoption in a country. This case offers a value innovation perspective in explaining the success of i-mode with a particular emphasis on analyzing its business model.
This case shows how the Canadian company Cirque du Soleil created an unprecedented form of live entertainment while lowering the cost by reconstructing the boundaries between traditional circus and theater, thereby reinventing the circus industry.
In executing a blue ocean strategy, how can a company overcome various organizational hurdles and build trust and commitment among people who work for or with the company? Learn the concepts of Tipping Point Leadership and Fair Process that ensure effective execution of blue ocean strategy.
Choose one of the five scenarios in which you face organization hurdles to implementing blue ocean strategy (or any strategy) and explore how to overcome them by applying Tipping Point Leadership and Fair Process.
Use the simple diagnostic tool to identify four organization hurdles and address actions to take in order to apply fair process in real world business practice.
How can an organization execute a new strategy even though it represents a significant departure from the status-quo? Learn key concepts of blue ocean strategy implementation through interactive class exercises.
A good strategy is both conditioned and supported by a good execution. Learn from the case what accounted for contrasting results of Napoleon’s early battles and his final defeat.
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