Contents

	nowledgments	xiii
	Part One: Blue Ocean Strategy	
1	Creating Blue Oceans	3
2	Analytical Tools and Frameworks	23
	Part Two: Formulating Blue Ocean Strategy	
3	Reconstruct Market Boundaries	47
4	Focus on the Big Picture, Not the Numbers	81
5	Reach Beyond Existing Demand	. 101
6	Get the Strategic Sequence Right	117

Contents

Part Three: Executing Blue Ocean Strategy

7	Overcome Key Organizational Hurdles	147
8	Build Execution into Strategy	171
9	Conclusion: The Sustainability and Renewal of Blue Ocean Strategy	185
Appendix A		191
Appendix B		209
Appendix C		213
No	ites	217
Bibliography		223
Index		231
About the Authors		200