



# Contents

<i>Preface</i>	<i>ix</i>
<i>Acknowledgments</i>	<i>xiii</i>

## 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

## 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
	<i>Notes</i>	217
	<i>Bibliography</i>	223
	<i>Index</i>	231
	<i>About the Authors</i>	239