

EXPANDED EDITION OF THE
INTERNATIONAL BESTSELLER

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BLUE OCEAN STRATEGY

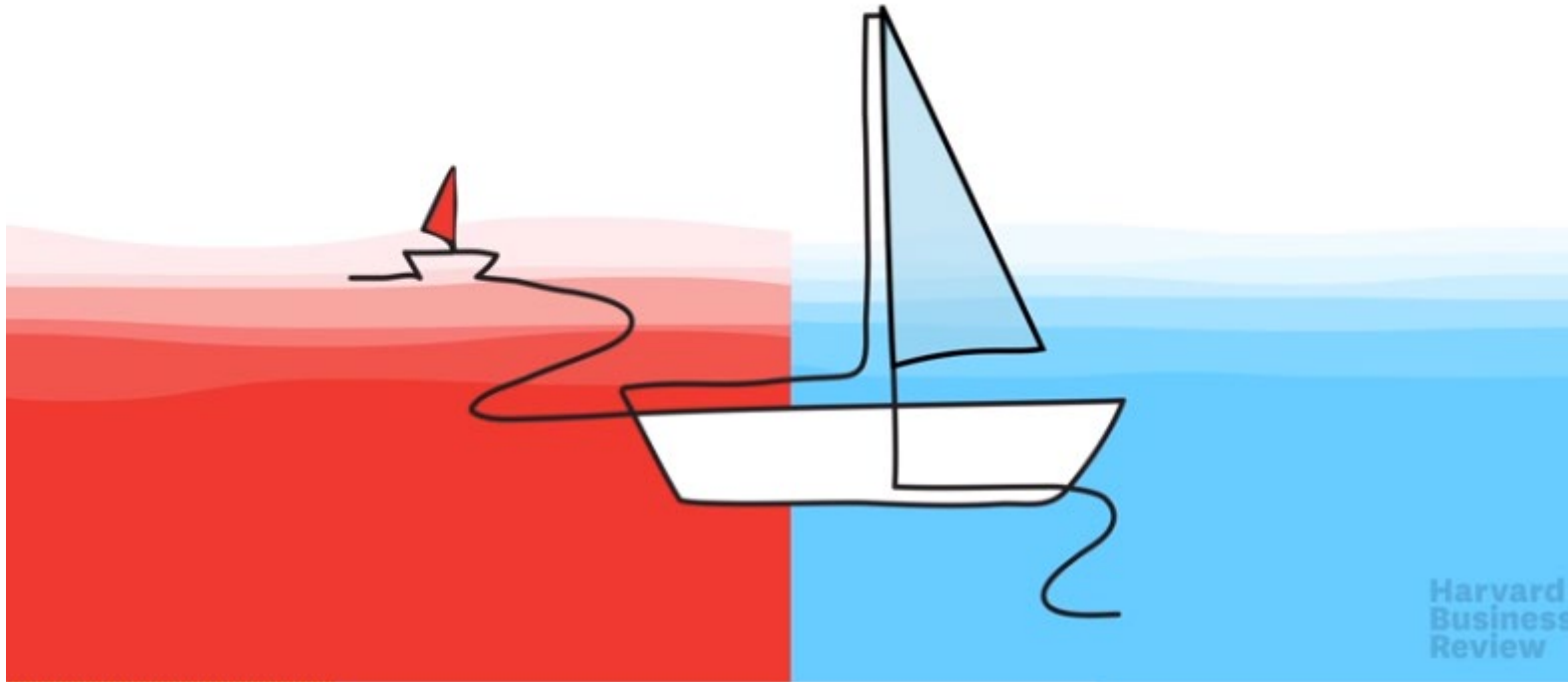
How to Create Uncontested Market Space
and Make the Competition Irrelevant

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Blue Ocean Strategy

(Click on image for video)



Shifting to Blue Ocean Strategy



(Click on image for video)

“Red Ocean”

vs.

“Blue Ocean”

Jump in with the sharks

Or jump to the right

- Differentiate to create value
- Lower costs by stop doing things that do not add value



What Features does Higher Ed Compete on?

- Price
- Programs
- Facilities
- Student Activities
- Reputation
- Delivery (location/ online, length of term/ program)
- Job placement in my field
- (Grad rates)
- (Support services)
- How could YC differentiate?
 - Unique college programs/ services?
 - Unique community attributes?
- How could YC lower costs?