**Chapter 9**

**An Introduction to Blue Ocean Strategy**

Kim & Mauborgne discuss their book, *Blue Ocean Strategy*, an alternative perspective on strategy development.

*Use with:* <https://www.youtube.com/watch?v=7SQDGBSjty4> (7.45)

1. What is the difference between red and blue oceans?
2. Explain the attractiveness of a blue ocean. What are its challenges?
3. What is the difference between red and blue ocean strategies?
4. What is value innovation? How does it relate to blue oceans?