



Is marketing the source of "Blue Ocean" strategies? : The limited value of "Blue Ocean" strategies in strategic debates of companies

By Barrack Kennedy

GRIN Publishing Jul 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Massachusetts Boston, language: English, abstract: In the competitive world of business, any organization has to evolve different strategies to strive hard to achieve its goal and be there in the competition. Organizations identify, plan and manufacture products and provide services, so that it doesn't face stiff competition from its rivals but makes its rivals compete with it. In order to make this possible, company need to market its products and services through the best mediums available and make the consumer conscious about the product. Marketing is an essential and important tool of any successful business. Scott (2006) states that companies without marketing mindset are at a disadvantage in today's business world that are product centric rather than customer centered. The overall concept of Blue Ocean Strategy is innovation. It is understood from the book that companies should identify, plan a strategy and create a business of which no competition exists. Kim and Renee (2005) divide the competitive business world into two segments of Red Ocean and Blue...



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