

Estrategia Del Ocano Azul

W. Chan Kim,Renée Mauborgne

Las claves de la Estrategia del Océano Azul W. Chan Kim,Renée Mauborgne,2017-09-18 La Estrategia del Océano Azul, un libro trascendental, ha vendido más de 3,6 millones de ejemplares en todo el mundo y ha sido traducido a 44 idiomas. Gran parte del trabajo de W. Chan Kim y Renée Mauborgne sobre la creación de nuevos espacios de mercado se publicó originalmente en forma de artículos en las páginas de la Harvard Business Review. Este libro reúne en un mismo volumen lo mejor de dichos artículos, que explican paso a paso el proceso de la creación de "océanos azules", espacios de mercado sin oposición ni contaminación de la competencia.

La estrategia del océano azul W. Chan Kim,2005 CONTENIDO: La creación de los océanos azules - Herramientas y esquemas analíticos - Reconstrucción de las fronteras del mercadeo - Enfocarse en la perspectiva global, no en las cifras - Ir más allá de la demanda existente - Aplicar la secuencia estratégica correcta - Vencer las principales barrera organizacionales - Incorporar la ejecución a la estrategia - Conclusión: sostenibilidad y renovación de la estrategia del océano azul.

La estrategia del océano azul W. Chan Kim,Renée Mauborgne,2015-10-05 Este libro, éxito de ventas a nivel mundial, desafía todo lo que creías saber sobre los requisitos imprescindibles para tener éxito en tus negocios. Actualizado con nuevo contenido, La estrategia del océano azul sostiene que la competencia encarnizada queda reducida a un océano ensangrentado de rivales que luchan por unos beneficios cada vez más pequeños. Basado en un estudio de 150 estrategias (que cubre más de 100 años a través de 30 sectores empresariales), los autores muestran que el éxito duradero no tiene su origen en las batallas libradas con los competidores sino en la creación de océanos azules -nuevos espacios de mercado sin explotar que están maduros para el crecimiento.

La estrategia del océano azul W. Chan Kim,Renée Mauborgne,2008-07-01 Desde hace mucho tiempo, las empresas compiten frontalmente con el propósito de alcanzar un crecimiento rentable y constante. Luchan por conseguir una ventaja competitiva, batallan por una mayor participación en el mercado y se esfuerzan por diferenciarse. Sin embargo, en los saturados mercados de hoy, la competencia directa no produce otra cosa que "océanos rojos" teñidos de la sangre de los rivales que pelean por una reserva de utilidades cada vez más reducida. Este libro cuestiona todo aquello que usted creyó saber sobre la forma de alcanzar el éxito estratégico, los autores afirman que aunque la mayoría de las compañías compiten en esos océanos rojos, esta estrategia cada vez ofrece menos posibilidades de generar crecimiento rentable. Sobre la base de

un estudio de 150 movimientos estratégicos que abarcan un período de más de cien años y treinta industrias, plantean que las empresas líderes del mañana no lograrán el éxito batallando contra sus competidores sino creando "océanos azules" de espacios de mercados seguros y listos para crecer. La estrategia del océano azul es un enfoque sistemático para hacer que la competencia se vuelva algo sin importancia. Este libro se propone cambiar los esquemas, ofrece un marco analítico comprobado y las herramientas para crear y capturar océanos azules. En él se examina una amplia gama de movimientos estratégicos de un gran número de industrias y se destacan los seis principios que toda empresa puede aplicar para formular y ejecutar con éxito estrategias de océano azul. Dando un vuelco total a las ideas tradicionales sobre la estrategia, este libro marca un hito al trazar un "camino audaz para vencer en el futuro".

El concepto de la estrategia del océano azul 50Minutos,2016-04-11 Las claves de la estrategia de éxito empresarial para innovar y superar a la competencia Este libro es una guía práctica y accesible para entender y aplicar el concepto de la estrategia del océano azul, que le aportará la información esencial y le permitirá ganar tiempo. En tan solo 50 minutos, este libro le permitirá: Mejorar el éxito de su empresaAumentar su rendimiento con la distinción de los dos tipos de mercado: océanos azules y océanos rojosDescubrir cómo poner en práctica la innovación y la creación de mercado Este libro ofrece un resumen y un análisis del concepto de la estrategia del océano azul, desarrollada originalmente por Renée Mauborgne y W. Chan Kim. SOBRE 50MINUTOS.ES | Economía y empresa 50MINUTOS.ES le ofrece las claves para entender rápidamente las principales teorías y conceptos que rigen el mundo económico actual. Nuestras obras combinan teoría, estudios de caso y múltiples ejemplos prácticos para que amplíe sus competencias y conocimientos sin perder tiempo. ¡Descubra en un tiempo récord las claves para el éxito de su negocio!

Estrategia océano azul, océano rojo / Blue Ocean, Red Ocean Strategy KIM W. CHAN,RENEE MAUBORGNE,2018-07-31 Océano Azul, Océano Rojo de W. Chan Kim y Renée Mauborgne es un volumen de la colección «Imprescindibles» de Conecta, que reúne las ideas esenciales para el profesional y la empresa de hoy por los autores de referencia. --Edición en colaboración con Harvard Business Review-- Solo un 30 por ciento de los empleados aplican activamente su talento y energía para hacer avanzar a sus organizaciones. El 50 por ciento se limita a pasar el tiempo, mientras que el 20 por ciento restante manifiesta su descontento de maneras contraproducentes. Y una de las principales causas de la falta de compromiso es un mal liderazgo. W. Chan Kim y Renée Mauborgne se inspiran en su célebre estrategia del «Océano Azul» y la aplican para ayudar a los líderes a liberar de manera rápida y económica el talento y la energía no explotados en sus organizaciones. Y ante la necesidad de crear nuevos mercados para obtener un triunfo a largo plazo, abordan los modelos mentales -que tienen su origen en suposiciones sobre el marketing, la innovación tecnológica, la disruptión creativa o las estrategias competitivas- que anclan a los directivos en «Océanos Rojos», espacios abarrotados en los que las empresas libran una batalla encarnizada por su cuota de mercado. Los «Imprescindibles» de Conecta, en

colaboración con Harvard Business Review, permiten acceder a las grandes ideas de los autores de referencia que inspiran a directivos y profesionales. Este volumen reúne los textos «El liderazgo Océano Azul» y «Trampas del Océano Rojo» de W. Chan Kim y Renée Mauborgne, profesores de INSEAD y autores de La estrategia del Océano Azul. ENGLISH DESCRIPTION Blue Ocean, Red Ocean by W. Chan Kim and Renée Mauborgne is one volume from the “Essentials” collection by Conecta, which compiles essential ideas by key authors for modern businesses and professionals. —Edition in collaboration with the Harvard Business Review— Just 30% of employees actively apply their talent and energy in order to advance their organizations. 50% limit themselves to just passing the time, while the remaining 20% show their dissatisfaction in counterproductive ways. And one of the main causes of the lack of commitment is poor leadership. W. Chan Kim and Renée Mauborgne are inspired in their famous “Blue Ocean” strategy and apply it to help leaders to quickly and economically unleash unused talent and energy in their organizations. Faced with the need to create new markets for triumphing in the long run, they tackle the mental models—which have their origins in marketing, technological innovation, creative disruption, and competitive strategies—that anchor executives in “Red Oceans,” crowded spaces in which businesses put up an intense fight for their market shares. The “Essentials” by Conecta, in collaboration with the Harvard Business Review, give access to the great ideas of key authors to inspire managers and professionals. This volume contains “Blue Ocean Leadership” and “Traps in the Red Ocean” by W. Chan Kim and Renée Mauborgne, professors of INSEAD and authors of Blue Ocean Strategy.

RESUMEN - Blue Ocean Strategy / Estrategia del Océano Azul: Cómo crear un espacio de mercado no disputado y hacer que la competencia sea irrelevante Por W. Chan Kim y Renée Mauborgne Shortcut Edition, Al leer este resumen, aprenderá qué es la estrategia del Océano Azul y cómo aplicarla en su empresa. También descubrirá : que para diferenciarse de la competencia, nada mejor que crear su propio mercado; que para crear un nuevo mercado -un Océano Azul- es necesario aportar innovación y valor a sus clientes que es necesario adoptar un enfoque centrado en el cliente que es mejor dirigirse a nuevos clientes que centrarse en un mercado ya saturado que la estrategia del Océano Azul sólo puede tener éxito si implica a todos sus empleados en su desarrollo y ejecución; cómo detectar las señales de que la competencia está invadiendo su Océano Azul y reaccionar con inteligencia. ¿Por qué la estrategia del Océano Azul es cada vez más importante hoy en día? Por un lado, la demanda de soluciones originales en diversos ámbitos (sanidad, educación, etc.) crece mientras los presupuestos se reducen. Por otro lado, es una cuestión de supervivencia que las empresas se renueven. Con el auge de los blogs y las redes sociales, las empresas ya no controlan su reputación y sus mercados se desplazan de Europa o Estados Unidos a China e India. Encontrar nuevas oportunidades de desarrollo se convierte entonces en una cuestión importante.

Océano azul, océano rojo (Imprescindibles) W. Chan Kim,Renée Mauborgne,2018-03-22 Océano Azul, océano rojo de W. Chan Kim y Renée Mauborgne es un volumen de la colección «Imprescindibles» de Conecta, que reúne las ideas esenciales para el profesional y la empresa de hoy por los autores de referencia. --Edición en colaboración con Harvard

Business Review-- Solo un 30 por ciento de los empleados aplican activamente su talento y energía para hacer avanzar a sus organizaciones. El 50 por ciento se limita a pasar el tiempo, mientras que el 20 por ciento restante manifiesta su descontento de maneras contraproducentes. Y una de las principales causas de la falta de compromiso es un mal liderazgo. W. Chan Kim y Renée Mauborgne se inspiran en su célebre estrategia del «Océano Azul» y la aplican para ayudar a los líderes a liberar de manera rápida y económica el talento y la energía no explotados en sus organizaciones. Y ante la necesidad de crear nuevos mercados para obtener un triunfo a largo plazo, abordan los modelos mentales -que tienen su origen en suposiciones sobre el marketing, la innovación tecnológica, la disruptión creativa o las estrategias competitivas- que anclan a los directivos en «Océanos Rojos», espacios abarrotados en los que las empresas libran una batalla encarnizada por su cuota de mercado. Los «Imprescindibles» de Conecta, en colaboración con Harvard Business Review, permiten acceder a las grandes ideas de los autores de referencia que inspiran a directivos y profesionales. Este volumen reúne los textos «El liderazgo Océano Azul» y «Trampas del Océano Rojo» de W. Chan Kim y Renée Mauborgne, profesores de INSEAD y autores de La estrategia del Océano Azul.

Dirección de Personas. Jerónimo Corral Genicio, 2007-05 En un mercado donde sólo el talento de los equipos humanos constituye la verdadera fuente de ventaja competitiva se imponen nuevas formas de gestionar personas. Cuando la fuerza laboral está más preparada técnicamente que nunca, las empresas están obligadas a formular una nueva propuesta de valor para atraer y mantener a los más adecuados desde elementos racionales y emocionales. Este libro propone crear escenarios de compromiso, confianza y crecimiento para construir un modelo de gestión de personas basado en el liderazgo al servicio del desarrollo de los colaboradores.

Estrategia. De la visión a la acción. Juan Carrión Maroto, 2007-06-29 Entender la empresa desde un enfoque de dirección general es imprescindible no sólo para los directivos de primer nivel, sino también para aquellos directivos funcionales que quieran comprender en profundidad las interrelaciones que se producen dentro de las organizaciones.

Pasión por innovar Franc Ponti, 2008 El libro trata de dar respuesta a muchos de los interrogantes que nos hacemos en el momento de seleccionar personal, permite conocer el perfil de competencias de las personas creativas a través de un divertido cuestionario, analizar y potenciar las propias, desarrolla estrategías de creatividad como el modelo Think, aprende a trabajar creativamente en equipo, analizar cómo funcionan las empresas innovadoras y comprender las principales macrotendencias que van a configurar los mercados del futuro.

Wacky Aphorisms, What the Web Says about la Estrategia Del Oceano Azul Emily Rell, 2013-02 In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of La Estrategia del Océano Azul. Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled

flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

Difusão de Inovações, Estratégia e a Inovação. O Modelo D.E.I para os Executivos Francisco Rodrigues Gomes, 2007-12-02 O livro oferece uma visão prática de como abordar os temas da difusão de inovação, estratégia e a inovação, tendo como ferramenta o modelo D.E.I aplicado ao Caso Havaianas. Prefácio Francisco Rodrigues Gomes, jovem executivo que conheci durante a execução do meu trabalho, é um brilhante e promissor executivo com visão futurista e internacional, e é uma honra poder prefaciar esta obra. Ao término da leitura desta tese, que muito enriqueceu o meu conhecimento e aprofundou meu entendimento sobre Difusão de Inovações, Estratégia e a Inovação, dada a base da extensa pesquisa efetuada pelo autor para embasar e justificar suas definições, teórica e operacional dos conceitos apresentados, senti-me tentada, como gestora que sou, a novamente avaliar os conceitos e estratégias apresentadas, assim como a rever alguns de meus próprios conceitos comparados às visões dos pesquisadores apresentados. O modelo proposto de Difusão da Inovação, Estratégia e a Inovação, denominado DEI, os fundamentos que levaram a proposição do modelo, as questões que o modelo intenciona responder, e desta forma, contribuir com os gestores e executivos de empresas, transformam esta tese em manual de consulta obrigatória na avaliação de novos projetos e idéias. Todos nós, gestores empresariais, temos que estar muito abertos para adquirir novos conhecimentos, sempre em sintonia com a evolução e tendências do mercado e aprender e, este livro é de importância fundamental para os nossos jovens universitários, assim como para os executivos que buscam novos conhecimentos e constante aprimoramento. Angela Tamiko Hirata Diretora de Negócios Internacionais da São Paulo Alpargatas (Havaianas)

Creatividad e innovación Alejandro Schnarch, 2020-10-28 Este libro destaca la importancia de identificar, analizar y despejar los obstáculos que bloquean la creatividad y la innovación; proponiendo condiciones y estrategias para gestionar su fomento, en las actuales condiciones de incertidumbre y cambios tecnológicos, especialmente en el mundo digital; también contiene talleres, ejercicios y reflexiones, en cada capítulo. Esta nueva edición presenta cómo ser un líder creativo e innovador para enfrentar los desafíos del nuevo milenio como la inteligencia artificial, la robótica, las organizaciones 4.0, el internet de las cosas, la globalización y la hiperconectividad.

La Transicion Al Oceano Azul W. Chan Kim, Renée Mauborgne, 2018-04-30 Esta obra es la esperada continuación del libro que ha marcado un antes y un después en la estrategia de empresas y emprendedores de todo el mundo. En La transición al océano azul los autores nos muestran como ir más allá de la competencia con otras empresas. Basándose en ejemplos y experiencias reunidas durante más de diez años de aplicar la estrategia del océano azul en distintas empresas de todo el mundo, ahora nos enseñan de forma práctica cómo escapar de los mares rojos y adentrarnos en los azules. No importa cuál sea el tamaño de tu empresa, las herramientas y consejos de este libro serán imprescindibles para sobrevivir en un entorno

cada vez más cambiante en el que hay que buscar océanos azules y saber la forma de ir hacia ellos.

Gestión eficaz de los procesos productivos Victor Raúl López Ruíz,2008-03-28

Handbook of Research on Project Management Strategies and Tools for Organizational Success Moreno-Monsalve, Nelson Antonio,Diez-Silva, H. Mauricio,Diaz-Piraquive, Flor Nancy,Perez-Uribe, Rafael Ignacio,2020-01-17 Project management tools can be used as an alternative to improve and strengthen a company's position in the market. However, the management of projects has been in constant transformation. Elements such as time, cost, and scope, on which it is based, have been complemented with other trends, such as the project team, change management, knowledge management, good negotiation practices, management of stakeholders, sustainability, etc. In order to improve the competitiveness of their company and increase earned value, managers must remain up to date on these latest transformations and best practices. The Handbook of Research on Project Management Strategies and Tools for Organizational Success is a pivotal reference source that analyzes and disseminates new trends that will allow managers to improve their skills and strengthen the performance of their companies through obtaining better results in the projects undertaken. While highlighting topics such as market growth, risk management, and value creation, this book is ideally designed for project managers, managers, business professionals, entrepreneurs, academicians, researchers, and students seeking current research on improving the competitiveness of companies as well as increasing their earned value.

Alta dirección para viajeros frecuentes ,

Elementos para Elaboração de Políticas Públicas de Patentes Dedicadas à Tuberculose Rogério Almeida

Meneghin,Ana Eleonora Almeida Paixão,2020-01-03 A tuberculose ainda persiste como problema de saúde pública mundial, atingindo principalmente populações negligenciadas nos países em desenvolvimento e menos desenvolvidos. O arsenal terapêutico antituberculose passa por um processo de estagnação, e boa parte dele é obsoleto e tem propiciado, inclusive, o aparecimento de cepas resistentes da tuberculose. O panorama geral de combate à tuberculose, em duas décadas, conta com 1.005 ensaios clínicos, 5.563 patentes, ambos em 96 países, 20 tipos de medicamentos, 17 novas tecnologias (10 farmacológicas e sete não farmacológicas) que estão em fase avançada de desenvolvimento. No Brasil, existem oito empresas produtoras e duas empresas fornecedoras de medicamentos antituberculose, que somam 82 registros ativos na Anvisa. Foi aplicado questionário on-line, com 92 perguntas, ao público alvo composto por pesquisadores que atuam nos Institutos Nacionais de Ciência e Tecnologia em Tuberculose (INCT-TB) e em Gestão da Inovação em Doenças Negligenciadas (INCT-IDN), e na Rede Brasileira de Pesquisas em Tuberculose (Rede-TB), com a chancela do Comissão Nacional de Ética em Pesquisa (Conep) do Ministério da Saúde. O tratamento estatístico dos dados pautou-se pela análise multivariada fatorial. As simulações computacionais foram conduzidas por meio do software Statistical Package for the Social Sciences (SPSS). Com os resultados sobre as ações estratégicas, foram mapeadas cinco vertentes de atuação para a induzir e institucionalizar

políticas públicas inovadoras pautadas pelo benchmarking em áreas de grande similaridade com os desafios encontrados no combate à tuberculose, quais sejam: Os incentivos ao tratamento da tuberculose; Os novos produtos anti TB; A inovação nas parcerias público-privadas; A inovação nas parcerias público-privadas transfronteiras e As patentes anti TB, esta última com 15 subações específicas. Diante do exposto, foi elaborado um modelo inovador para construção de políticas públicas para a tuberculose, denominado Modelo Cognitivo Banerjee Azul (MCBA). Tal modelo foi estruturado pelo Estado empreendedor que se compõe por 11 eixos, dos quais, dois são internacionais, e os outros nove eixos são nacionais, intrinsecamente relacionados com 16 dimensões que possuem aspectos necessários para a construção de novas políticas públicas de saúde e de patentes dedicadas ao combate da tuberculose no Brasil.

La creatividad y las nuevas tecnologías en las organizaciones modernas Francisco Menchén Bellón, 2009-02-24 En la sociedad preindustrial la riqueza de un país dependía de los recursos naturales, mientras en el período industrial se basaba en el capital manufacturado. Sin embargo, en la sociedad actual las fuentes de riqueza son la imaginación, el conocimiento y el capital humano. En consecuencia, en las próximas décadas, el progreso de la sociedad del conocimiento, estará centrado en tres grandes pilares: El desarrollo de la capacidad creadora de los seres humanos. El fomento de la cultura de la innovación en todos los ámbitos de la vida. El acceso a las Nuevas Tecnologías de la Información y Comunicación. Francisco Menchén, investigador incansable, ha pensado, con mucho acierto, conjugar estos tres ejes, aplicándolos a las organizaciones modernas. Para ello, presenta un nuevo escenario donde la creatividad, entendida como capital intangible, es la única dimensión que puede llevar al éxito a una sociedad moderna que cambia vertiginosamente. (No en vano, el Año 2009 será declarado por la Comisión Europea Año Europeo de la Creatividad y de la Innovación). Ahora es el momento clave para que los responsables de los gobiernos e instituciones, los empresarios y los líderes, los profesionales y los hombres y mujeres de todas las edades, tomen conciencia de su poder creador, y a partir de ese instante, nunca más el botón de la creatividad estará en off. El lector quedará fascinado cuando descubra que cada capítulo contiene ideas novedosas, inusuales y atrevidas que le predispondrá a la acción, le despertará de su apatía y le motivará, a la vez le provocará múltiples preguntas que le harán olvidar su trabajo repetitivo, y en su lugar encontrará un nuevo paradigma que le guiará a descubrir y crear su propia realidad. INDICE: Hacia la búsqueda de una organización creativa. El ADN de las organizaciones. El modelo emergente de organización. La energía necesaria para cambiar una organización. Los principios del liderazgo creativo. Las nuevas funciones del líder creativo. Visualizar la organización del futuro. Un nuevo paradigma. La evaluación de la innovación en las organizaciones.

Estrategia Del Oceano Azul Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the energy of words has been more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Estrategia Del Ocano Azul**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

[making the connections padias](#)

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Estrategia Del Ocano Azul Introduction

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