



Blue Ocean Strategy by W. Chan Kim

Blue Ocean Strategy is sometimes critiqued as being better for intrapreneurs than entrepreneurs, but the simple tools provided by the authors are very useful for both. In particular the “Strategy Canvas” is a powerful tool for seeking out the hole in the market, the underserved niche, and the gap between the existing offerings and customers’ needs that is the crux of entrepreneurship. This is a simple, straightforward read with actionable tools that are valuable to intrapreneurs and entrepreneurs alike.

