

Business strategies: Blue Ocean Strategy



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(Dorothy Daugherty)

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GRIN Verlag Gmbh Nov 2009, 2009. Taschenbuch. Book Condition: Neu. 209x149x13 mm. Neuware - Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, Hamburg University of Applied Sciences, course: Marketing Strategien, language: English, abstract: In a business context, it is inevitable that one of the main words one would hear is competition. In a way doing business is like participating in a competition for market share, profits etc. Even one of the basic theories of trade, the one of Ricardo, speaks about the competitive advantage and its importance. But how to become successful in doing business Does a recipe exist which guarantees that a business could thrive and be successful On the one hand one could argue that business opportunities arise from the environment, lead by an invisible hand and the essentials of doing business are similar to the one centuries ago and that people do not have substantial influence. On the other hand, others would argue that the success of a business is predominantly result of the well-prepared planning and in that way is connected more to the human (merchant s) abilities rather than to the environment itself. Surely, the centuries of business history has shown that answering the question what makes a business successful does not have a clear answer. It would be very shallow way of thinking to give a simple answer to this question. Surely, the environment plays an important role for the business but the other way round, doing business is not a random game. In contrast, only thinking strategically without being in the appropriate environment and without any resources, it is quite impossible to set up a successful business. Furthermore, the business environment is not static but instead very dynamic. As the time passes by,...

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