BLUE OCEAN STRATEGY:
MEANING AND BACKGROUND

Blue Ocean Strategy is a book published in 2005 and written by W. Chan Kim and Renée Mauborgne, Professors at INSEAD and Co-Directors of the INSEAD Blue Ocean Strategy Institute. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, Kim & Mauborgne argue that companies can succeed not by battling competitors, but rather by creating "blue oceans" of uncontested market space. They assert that these strategic moves create a leap in value for the company, its buyers, and its employees, while unlocking new demand and making the competition irrelevant. The book presents analytical frameworks and tools to foster organization's ability to systematically create and capture blue oceans.

WHAT IS RED OCEAN AND BLUE OCEAN

Red oceans represent all the industries in existence today – the known market space. In the red oceans, industry boundaries are defined and accepted, and the competitive rules of the game are known. Here companies try to outperform their rivals to grab a greater share of product or service demand. As the market space gets crowded, prospects for profits and growth are reduced. Products become commodities or niche, and cutthroat competition turns the ocean bloody; hence, the term red oceans.

Blue oceans, in contrast, denote all the industries not in existence today – the unknown market space, untainted by competition. In blue oceans, demand is created rather than fought over. There is ample opportunity for growth that is both profitable and rapid. In blue oceans, competition is irrelevant because the rules of the game are waiting to be set. Blue Ocean is an analogy to describe the wider, deeper potential of market space that is not yet explored.

VALUE INNOVATION

The corner-stone of Blue Ocean Strategy is 'Value Innovation'. A blue ocean is created when a company achieves value innovation that creates value simultaneously for both the buyer and the company. The innovation (in product, service, or delivery) must raise and create value for the market, while simultaneously reducing or eliminating features or services that are less valued by the current or future market. The authors critique Michael Porter's idea that successful businesses are either low-cost providers or niche-players. Instead, they propose finding value that crosses conventional market segmentation and offering value and lower cost.

This idea was originally proposed by Prof. Charles W. L. Hill from Michigan State University in 1988. Prof. Hill claimed that Porter's model was flawed because differentiation can be a means for firms to achieve low cost. Prof. Hill proposed that a combination of differentiation and low cost may be necessary for firms to achieve a sustainable competitive advantage.

Tools and Frameworks of Blue Ocean Strategy

Blue Ocean Strategy has introduced a number of practical tools, methodologies and frameworks to formulate and execute Blue Ocean Strategies, attempting to make creation of blue oceans a systematic, repeatable process. Some of these are listed below;

**Basic Tools of Blue Ocean Strategy**
- The strategy canvas
- The Four Actions framework
- Eliminate-Reduce-Raise-Create Grid
- The initial litmus test for BOS: focus, divergence, compelling tagline

**Frameworks / Methodologies Applicable to Strategy Execution**
- Tipping Point Leadership approach
- Four Organizational Hurdles framework
- Kingpins approach, Fishbowl management, atomization
- Hot spots, cold spots and consigliore approach
- 3 E principles of Fair Process

**Additional Tools / Methodologies / Frameworks for Strategy Formulation**
- The six paths framework
- The sequence of Blue Ocean Strategy
- Buyer Utility map
- Buyer experience cycle
- The profit model of Blue Ocean Strategy
- Price corridor of the mass model
Ebola Virus Disease:

‘The rare but deadly virus Ebola has been the worst recorded outbreak so far, infecting and killing a large number of people in West Africa’, says the World Health Organization (WHO).

Ebola Virus Disease (EVD), also known as Ebola hemorrhagic fever (EHF), first appeared in 1976 in 2 simultaneous outbreaks, in Nzara, Sudan, and in Yambuku, Democratic Republic of Congo. The latter was in a village situated near the Ebola River, from which the disease takes its name. As of 26 August, 1,552 people had died from the murderous epidemic that reared its head at the beginning of the year, while 3,062 had become infected, the United Nation’s (UN) health body said. Also, the WHO warns that nearly 20,000 people could eventually be infected with this killer virus.

Transmission

Ebola is introduced into the human population through close contact with the blood, secretions, organs or other bodily fluids of infected animals. In Africa, infection has been documented through the handling of infected chimpanzees, gorillas, fruit bats, monkeys, forest antelope and porcupines found ill or dead or in the rainforest. Ebola then spreads in the community through human-to-human transmission, with infection resulting from direct contact (through broken skin or mucous membranes) with the blood, secretions, organs or other bodily fluids of infected people, and indirect contact with environments contaminated with such fluids. Burial ceremonies in which mourners have direct contact with the body of the deceased person can also play a role in the transmission of Ebola.

Signs and symptoms

EVD is a severe acute viral illness often characterized by the sudden onset of fever, intense weakness, muscle pain, headache and sore throat. This is followed by vomiting, diarrhoea, rash, impaired kidney and liver function, and in some cases, both internal and external bleeding. Laboratory findings include low white blood cell and platelet counts and elevated liver enzymes. Other diseases that should be ruled out before a diagnosis of EVD can be made include: malaria, typhoid fever, shigellosis, cholera, leptospirosis, plague, rickettsiosis, relapsing fever, meningitis, hepatitis and other viral haemorrhagic fevers. No licensed vaccine for EVD is available.

Treatment

No licensed vaccine for EVD is available. Several vaccines are being tested, but none are available for clinical use.

Prevention

Though the virus currently exists only in the regions of Africa, one must know what to do in order to safeguard themselves against this mass murderer. Given below are a few precautionary measures:

- Practice careful hygiene. Avoid contact with blood and body fluids.
- Do not handle items that may have come in contact with an infected person’s blood or body fluids.
- Avoid funeral or burial rituals that require handling the body of someone who has died from Ebola.
- Avoid contact with bats and nonhuman primates or blood, fluids, and raw meat prepared from these animals.
- Avoid hospitals where Ebola patients are being treated. The U.S. embassy or consulate is often able to provide advice on facilities.

Sources

http://www.cdc.gov/vhf/ebola/prevention/
http://www.who.int/

By: Ms. Monisha D’costa
A BANANA a day keeps the doctor away!

August 2014

This is interesting. After reading this, you’ll never look at a banana in the same way again.

Bananas contain three natural sugars – sucrose, fructose and glucose combined with fiber. A banana gives an instant, sustained and substantial boost of energy. Research has proven that just two bananas provide enough energy for a strenuous 90-minute workout. No wonder the banana is the number one fruit with the world’s leading athletes. But energy isn’t the only way a banana can help us keep fit. It can also help overcome or prevent a substantial number of illnesses and conditions, making it a must to add to our daily diet.

DEPRESSION
According to a recent survey undertaken by MIND amongst people suffering from depression, many felt much better after eating a banana. This is because bananas contain tryptophan, a type of protein that the body converts into serotonin, known to make you relax, improve your mood and generally make you feel happier.

PMS:
Forget the pills – eat a banana. The vitamin B6 it contains regulates blood glucose levels, which can affect your mood.

ANEMIA
High in iron, bananas can stimulate the production of hemoglobin in the blood and so helps in cases of anemia.

BLOOD PRESSURE:
This unique tropical fruit is extremely high in potassium yet low in salt, making it perfect to beat blood pressure. So much so, the US Food and Drug Administration has just allowed the banana industry to make official claims for the fruit’s ability to reduce the risk of blood pressure and stroke.

BRAIN POWER
200 students at a Twickenham school (England) were helped through their exams this year by eating bananas at breakfast, break, and lunch in a bid to boost their brain power. Research has shown that the potassium-packed fruit can assist learning by making pupils more alert.

CONSTIPATION
High in fiber, including bananas in the diet can help restore normal bowel action, helping to
overcome the problem without resorting to laxatives.

HANGOVERS
One of the quickest ways of curing a hangover is to make a banana milkshake, sweetened with honey. The banana calms the stomach and, with the help of the honey, builds up depleted blood sugar levels, while the milk soothes and re-hydrates your system.

HEARTBURN
Bananas have a natural antacid effect in the body, so if you suffer from heartburn, try eating a banana for soothing relief.

MORNING SICKNESS
Snacking on bananas between meals helps to keep blood sugar levels up and avoid morning sickness.

MOSQUITO BITES:
Before reaching for the insect bite cream, try rubbing the affected area with the inside of a banana skin. Many people find it amazingly successful at reducing swelling and irritation.

NERVES
Bananas are high in B vitamins that help calm the nervous system. Overweight and at work? Studies at the Institute of Psychology in Austria found pressure at work leads to gorging on comfort food like chocolate and chips. Looking at 5,000 hospital patients, researchers found the most obese were more likely to be in high-pressure jobs. The report concluded that, to avoid panic-induced food cravings, we need to control our blood sugar levels by snacking on high carbohydrate foods every two hours to keep levels steady.

ULCERS
The banana is used as the dietary food against intestinal disorders because of its soft texture and smoothness. It is the only raw fruit that can be eaten without distress in over-chronicercases. It also neutralizes over-acidity and reduces irritation by coating the lining of the stomach.

TEMPERATURE CONTROL
Many other cultures see bananas as a ‘cooling’ fruit that can lower both the physical and emotional temperature of expectant mothers. In Thailand, for example, pregnant women eat bananas to ensure their baby is born with a cool temperature.

So, a banana really is a natural remedy for many ills. When you compare it to an apple, it has FOUR TIMES the protein, TWICE the carbohydrate, THREE TIMES the phosphorus, five times the vitamin A and iron, and twice the other vitamins and minerals. It is also rich in potassium and is one of the best value foods around. So maybe it is time to change that well-known phrase so that we say, ‘A BANANA a day keeps the doctor away!’

By: Mr. Prashanth Salvi
SPORT ARENA

FIFA 2014

Other than love, the one thing that brings the world together is, ‘Football’ and that is what ‘Fedration Internationale de Association’ (FIFA) aims at doing.

A group of visionary French football administrators were led in the 1920’s by the innovative Jules Rimet, are credited with the original idea of bringing the World’s strongest national football teams together to compete for the title of the World Champions. The original gold trophy bore Jules Rimet’s name and was contested three times in the 1930’s, before the Second World War put a 12-year stop to the competition. When it resumed, the FIFA World Cup rapidly advanced to its undisputed status as the greatest single sporting event of the modern world.

FIFA 2014, which according to reports was one of the greatest tournaments of all, was the 20th FIFA tournament, and was hosted in 12 cities across Brazil. There were 64 matches played in total. Germany won the Tournament and tood home its fourth title by defeating Argentina by 1-0 in the final. The Tournament began on 12th June, 2014 and went on till 13th July, 2104. It was the second time Brazil hosted the competition, the first being in 1950. This time 64 matches were played.

For the first time in the history of World cup final, official used goal line technology as well as vanishing foam for free kicks were introduced. During the FIFA, fan fest in the host cities received 5 million people and the country received 1 million guests from 202 countries. It was also first time the European nation had won the World cup in America.

Sources
http://www.fifa.com
http://www.telegraph.co.uk/

By: Mrs. Sonal Nema

World Badminton Championship 2014

Leading Indian shuttler, P.V. Sindhu, created history by reaching the Women’s Singles semi-finals and winning the bronze at the World Badminton Championship. She is the first Indian to win two medals at the World Badminton Championship, her former bronze being in Guangzhou, China.

Source
http://www.ibnlive.com

By: Ms. Monisha D’costa