

Негативные отзывы на Amazon на «Голубые океаны»

Краткое изложение

[Негативные отзывы на Amazon](#)

I thought oceans were deep...

This book is mostly “fluff”.

The problem with this book is that it is a **mishmash of old ideas, and its mortal sin is that it is trivial**. It looks at successful products and service offerings, and in retrospect identifies the characteristics that made them succeed (at least **revenue wise, there is no real financial analysis in this book**). Naturally, finding those characteristics is the real issue, and it is the realm of entrepreneurial vision. ...**Blue Ocean does not help one iota in finding uncontested markets with large profit potential**. Anyone who seriously tries to apply the ideas in the book will find they are either trivial or fluff.

The lack of originality is everywhere.

Kim and Mauborge wrote a “formula” type prescription to finding quick success (by avoiding competition), but they neither truly give any tools to do so, nor prove that the companies they feature have created a sustainable profitable advantage.

The main tool of this book, **the strategy canvas**, is nothing more than an **after the fact simplified two dimension graphical presentation** of product or services’ characteristics that make some products better than others.

This simplistic labeling is... **why this book has attracted people desperately looking for simple solutions in complicated contested markets**.

...**this book has no practical substance. It is all fluff**. And if you are lucky to create a less contested market, this book will tell you nothing about how to KEEP it that way!

This book is better titled “**a book of lists of some successful products and services in the past 20 years, plus some trivial labels of where they were unique**” because once you see beyond the superficial façade of the “value innovation process”, this is what the book is all about: a list of some successful new products, created by companies and entrepreneurs who had the insight of how to be different. **An insight as enigmatic after reading the book as it is before...**

To apply the book’s measure of “blue ocean innovation”, it is not divergent from past books, nor focused on the real issues to justify its price. It does have a catchy tagline though, and like all quick fads, tagline is **everything...** I feel sorry for my hassled executive friends who are under severe pressure to compete and **are hoping this book will help. It will not.**

Trouble on the blue ocean

In the end this book fails to deliver usable business tools because of one huge flaw: **It completely misrepresents the nature of innovation.**

The problem is the role the book gives to innovation. When the Blue Ocean strategic process is outlined, **only one point out of 10 mentions new ideas**, saying “See which factors you should eliminate, create or change”. In other words, one word (“create”) in one sentence focuses on the actual process of creating new ideas - everything else is strategy. That’s not the way it works.

This is typical of the way many businesses misunderstand creativity. **There's a widespread illusion that innovation happens like this:**

A manager somewhere notices an untapped business opportunity

He tasks someone with finding a way to tap that potential

Someone comes up with an idea that matches the opportunity

In real life, however, innovation usually happens like this:

Somebody, somewhere in the organizations has an idea - often totally unrelated to his actual job

He tries to interest others in it and is told to drop it

He perseveres and finally someone else agrees to try it out

The company suddenly discovers that it has a runaway hit on its hands.

If you don't believe me, read this story of how **post-its** were invented at 3M ([...]). If ever there was a Blue Ocean product this is it, but the process was most definitely NOT as described in the Blue Ocean book.

A measured strategic approach like the one described here is fine for creating measured, **incremental** change, but if you really want to take your business into uncharted water, you will need a completely different approach to innovation.

Buy this book for your competition!

As opposed to many of the other reviewers **we tried to use this process in a strategic marketing session with four teams in our company**. This was a frustrating and disappointing process! First, the book is a trite misrepresentation of an *ex post facto* process that has been dismissed by professional researchers and analysts. **You do NOT prove your theory by fitting the past into your "model of the future"**. They did NOT work with Southwest Airlines to make them successful. They looked for examples that fit their thesis and applied it to ones they knew were successful.

This is not academically honest nor is it a good way to predict the future. It is like using **Neural Networks** to make predictions - they are 100% accurate in **predicting the past**.

...how in the world can this book give me any insight into which one of these will be accepted by a prospect? This book promotes **the worst form of pedantic navel gazing** and raises self-reference to an absurd level. If we held the answer we would not need the strategic marketing exercise. Continuing this **charade** does us all a disservice.

... this Blue Ocean strategy seems to think that validation comes at the end after lots of **silly charting and analysis**.

This book will send you on a fools' errand.

Buy it for your competition and hope that they follow it.

But most of the book is **tautology**.

It comprises a categorical abscissa on which are listed **subjective customer benefits**

...my main objection is that the categories themselves are **nebulous, useless, or worse -- leading to an errant conclusion**.

A book that is a marketing gimmick itself

Much of the theories and methods described in the book have been covered in listless marketing books.

You can make any companies look like one that has opened up a so-called “blue ocean of uncontested market space” on the line graphs **by simply moving the factors along the line.**

Secondly, the survey / research cited **never offers clear definition of key terminologies** used, no clear explanation on how the research sample was chosen and no clear list of when or where that research actually took place.

It is a book that is **written to WOW readers** with a pleasing visual image with contents that are recycled from past marketing books and arbitrary use of statistics that will not even hold on an academic level.

A total waste of money.

Don't sink your money into the ocean

Most business deals with old products simply because innovation is difficult.

A series of **ex post** realizations - brilliant ideas from brilliant people - does not mean that such ideas are **a dime a dozen** and the very fabric of every day business.

Faulty analysis - GIGO

Примечание А. Реньева: GIGO – это “garbage in, garbage out” (мусор на входе, мусор на выходе).

I read this book with much anticipation after some of the highly rated comments and the hype surrounding the text.

Quite a disappointment the book turned out to be. At many points of the book it was quite obvious that the authors are using flawed analytics to explain events **post-hoc**. The so-called **strategic mapping can be so easily manipulated** to give one company the desired shape as opposed to a see-saw pattern just **by the ordering of the criteria on the X-axis!!!** Many of the supposedly strategic “blue ocean”-creating differentiation values by the companies are by no means **intentional or deliberate** as the authors would liken them to be. **And what of the decline of these blue ocean companies in the book in recent times? Are they suddenly in a bloody ocean in such a short span of time from the publication of the book?**

Creativity and originality lacking in Blue Ocean

...it'd be useful if **replication of past successes could ensure a glorious future**. However, **accomplished practioners** know that this isn't the case! The authors have selected specific **examples that serve their thesis**

In my opinion, there is neither academic breakthrough nor deep critical thinking here!

Concepts already seen

What is the reason for its success?

In my opinion is the timing. The book has come out in a time where almost every industry is unattractive, overcrowded by competitors. **Companies and consultants are desperate to find new solutions**, opportunities.

A shallow ocean indeed

This book is typical of the people who submit business cases today expecting approval **as a fait accompli**.

Sad to say that the book is just a marketing gimmick, nothing original in the book

The **title of the book is what drew me to purchase the book**. Very disappointed with the lack of originality in the content. It's just a regurgitation of business case studies under a new label "Blue Ocean".

Overrated fluff. Nothing original at all

This book was **a severe disappointment**. It's a well-known strategy book with a catchy title and reasonably **compelling reputation**. This was my second time reading it, after throwing it away in frustration a few years ago. Opening up vast blue oceans of opportunity - **who wouldn't want that?**

Unfortunately, it **falls far short of the hype**. Another reviewer described it as "fluff" - they are correct.

The book is **full of vague theorizing**,

If you have even a basic amount of business knowledge and some experience to match, this **book offers very little**. Stay away - your time and money are better spent elsewhere.

If this book is representative of the typical INSEAD professor, then that business school is in serious danger

I continue to be amazed by the popularity of this book. I read it a couple of years ago and it has enough material for a very nice HBR article. The book is written by two INSEAD professors, but don't let that fool you. It is not at all based on academic research and it lacks rigor. The core model "value curve" is similar to perception curves used by marketing research for several decades.

The authors are certainly skilled in **repackaging old material** using **fancy terminology**. The idea of creating new markets is naturally important (but hardly novel). Only suckers will consider "blue ocean" different to "new market" or "new product category".

If you like books with lots of frameworks with very catchy descriptions, you will probably like this book. ...hey, **money talks and this is probably a money spinner for INSEAD**.

The authors' idea is called value innovation. We might just as well call it business model innovation or strategic innovation.

My advice is to read their HBR article. **Most of their ideas you'll find condensed in ten pages**.

Outdated and hum-drum, at best.

Painfully and archaically passé! If it hadn't been for the recommendation from a friend, I would not have wasted my time. Don't waste yours.

Agree completely. Deja vue after the fact junk

I agree with the reviewer who qualified this book as a rebranding of what every company (or almost every) tries to do. It's repetitive nonsense. Don't waste your money.

VERY dissapointed

The book is very **naive, in assuming that** the blue ocean market is a stable one like the "red ocean" market. The reason for the existence of cut-throat competition in "red ocean" markets is also the reason why "blue ocean" markets will become "red ocean" markets.-eventually.

Don't bother

Out of date and out of touch. Would not recommend this book to anyone ever. This is not a relevant read.

How to say "Do something Different"...in 256 pages

why couldnt they just tweet this? **ahh...no money in that!** yet...

A hype I don't understand

I absolutely agree with the last comment. Except for the good term 'value creation' I found nothing new. I'm surprised about the hype and that so many people like it.

Blue Ocean Strategy - Rehash: Better books to read than this one

Blue Ocean strategy tries **to put a new twist** on marketing concepts and is **overly simplistic**. Nothing wrong with the concepts but **it really does not provide the tools to put together a solid strategy** and is very narrow. Based on my analysis the conclusions the authors make from some of the examples are **not logical**.

Some readers of this book are going to invest a great deal of good money using the simplistic analysis this book proposes and be very disappointed. I have seen one case of this already.

There are many better books on marketing and strategy than Blue Ocean Strategy.