

1. **Alternative:** Different form same purpose
2. **Blue ocean:** Evade the competition, making the competition irrelevant
3. **Blue ocean strategy:** Create uncontested market space
4. **Blue ocean strategy 2:** Make the competition irrelevant
5. **Blue ocean strategy 3:** Create and capture new demand
6. **Blue ocean strategy 4:** Break the value-cost trade-off
7. **Look across customer groups within same industry:** Create a blue ocean with different costumes
8. **Red ocean strategy:** Compete in existing market space
9. **Red ocean strategy 2:** Beat the competition
10. **Red ocean strategy 3:** Exploit existing demand
11. **Red ocean strategy 4:** Make the value-cost trade-off
12. **Strategy path 1:** Look across alternative industries/offerings
13. **Strategy path 2:** Look across customer groups within Industries
14. **Strategy path 3:** Redefine the buyer
15. **Strategy path 4:** Expand value by broadening scope of product
16. **Strategy path 5:** Create new functional/emotional value
17. **Strategy path 6:** Shape and control trends
18. **Substitute:** Same core different form