From there, it's a matter of sticking with that hook until it makes your business take off.Now that you are warned, what are some "strategy hooks," or as I like to call them, "strategy levers" to get you started? A complete list is below, with links on the titles, which will bring you straight to the complete resource! These strategies are all discussed within the Business Engineering book! Blue Ocean Player blue-ocean-strategy A blue ocean is a strategy where the boundaries of existing markets are redefined, and new uncontested markets are created. At its core, there is value innovation, for which uncontested markets are created, where competition is made irrelevant. And the cost-value trade-off is broken. Thus, companies following a blue ocean strategy offer much more value at a lower cost for the end customers. Blue Sea Player blue-sea-strategy In the business world, a Blue Sea is a space/market easier to navigate as it's not crowded like the classic red ocean. However, the Blue Ocean focuses on creating uncontested markets. The Blue Sea strategy looks at zooming as much as possible within existing markets to find your minimum viable audience. Constructive Disruptor constructive-disruption A consumer brand company like Procter & Gamble (P&G) defines "Constructive Disruption" as: a willingness to change, adapt, and create new trends and technologies that will shape our industry for the future.However, the tricky part is that execution needs to be relentless, and it might take years before your vision starts to be shaped by the market!According to P&G, it moves around four pillars: lean innovation, brand building, supply chain, and digitalization & data analytics.