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In his bestselling book, *The Innovator's Dilemma*, innovation expert Clayton M. Christensen introduced the world to the revolutionary principles of disruptive innovation--new rules for doing business in a rapidly changing environment. This business classic shows how even the most outstanding companies can do everything right--yet still lose market leadership.

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In his bestselling book, *The Innovator's Dilemma*, innovation expert Clayton M. Christensen introduced the world to the revolutionary principles of disruptive innovation--new rules for doing business in a rapidly changing environment. This business classic shows how even the most outstanding companies can do everything right--yet still lose market leadership.

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His work is cited by the world's best known thought leaders, from Steve Jobs to Malcolm Gladwell. In this classic bestseller, innovation expert Clayton M. Christensen shows how even the most outstanding companies can do everything right--yet still lose market leadership. Read this revolutionary book and avoid a similar fate. Christensen—who recently authored the award-winning Harvard ...

The Innovator's Dilemma: When New Technologies Cause Great ...

Shortly after the release of the book, Christensen "received the Global Business Book Award for *The Innovator's Dilemma* and *The Economist* named it as one of the six most important books about business ever written". It also received the Global Business Book Award as the best business book of the year (1997).

The Innovator's Dilemma - Wikipedia

Clayton M. Christensen in *The Innovator's Dilemma* argues a distinction between two types of technology change, each with different effects on the industry's leaders: technologies (either incremental or radical) that sustain the industry's rate of improvement in product performance, a typical prerogative of dominant firms, and on the other side, disruptive innovations which redefine performance trajectories and result in the failure of the industry's leading firms.

The Innovator's Dilemma: The Revolutionary Book that Will ...

The "Innovator's Dilemma" demonstrates why outstanding companies that had their competitive antennae up, listened astutely to customers, and invested aggressively in new technologies still lost...

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The Innovator's Dilemma: When New Technologies Cause Great ...

The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) - Kindle edition by Christensen, Clayton M.. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of ...*

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"*The Innovator's Dilemma*" is one of the most — if not the most — important books chronicling how innovation takes place, and why its common that market leaders and incumbents fail to ...

Understanding the Innovator's Dilemma | WIRED

— Clayton M. Christensen, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* 4. "When commercializing disruptive technologies, they found or developed new markets that valued the attributes of the disruptive products, rather than search for a technological breakthrough so that the disruptive product could compete as a sustaining technology in mainstream markets."

Top 15 Quotes From the Innovator's Dilemma | Giuseppe ...

The "Financial Times"/Booz Allen & Hamilton Global Business Book Awards""*The Innovator's Dilemma* has become the book to read among mainstream managers trying to dope out an Internet strategy."-- "New York Times From the Back Cover. In this revolutionary bestseller, innovation expert Clayton M. Christensen says outstanding companies can do ...

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Christensen was the best-selling author of ten books, including his seminal work *The Innovator's Dilemma* (1997), which received the Global Business Book Award for the best business book of the year. One of the main concepts depicted in this book is also his most disseminated and famous one: disruptive innovation. The concept has been growing in interest over time since 2004, according to Google Trends' data.

Clayton Christensen - Wikipedia

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An expert in management takes on the conventional wisdom about disruption, looking at companies that proved resilient and offering managers tools for survival. "Disruption" is a business buzzword that has gotten out of control. Today everything and everyone seem to be characterized as disruptive—or, if they aren't disruptive yet, it's only a matter of time before they become so.

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