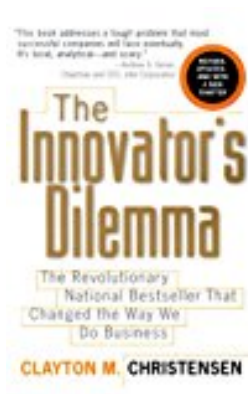


[PDF] The Innovator's Dilemma: The Revolutionary National Bestseller That Changed The Way We Do Business

Clayton M. Christensen - pdf download free book



Books Details:

Title: The Innovator's Dilemma: The
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Description:

What do the Honda Supercub, Intel's 8088 processor, and hydraulic excavators have in common? They are all examples of disruptive technologies that helped to redefine the competitive landscape of

their respective markets. These products did not come about as the result of successful companies carrying out sound business practices in established markets. In *The Innovator's Dilemma*, author Clayton M. Christensen shows how these and other products cut into the low end of the marketplace and eventually evolved to displace high-end competitors and their reigning technologies.

At the heart of *The Innovator's Dilemma* is how a successful company with established products keeps from being pushed aside by newer, cheaper products that will, over time, get better and become a serious threat. Christensen writes that even the best-managed companies, in spite of their attention to customers and continual investment in new technology, are susceptible to failure no matter what the industry, be it hard drives or consumer retailing. Succinct and clearly written, *The Innovator's Dilemma* is an important book that belongs on every manager's bookshelf. Highly recommended. --Harry C. Edwards --This text refers to the edition.

From The author, an associate professor at Harvard Business School, asks why some well-managed companies that stay on top of new technology and practice quality customer service can still falter. His own research brought a surprising answer to that question. Christensen suggests that by placing too great an emphasis on satisfying customers' current needs, companies fail to adapt or adopt new technology that will meet customers' unstated or future needs, and he argues that such companies will eventually fall behind. Christensen calls this phenomenon "disruptive technology" and demonstrates its effects in industries as diverse as the manufacture of hard-disk drives and mass retailing. He goes on to offer solutions by providing strategies for anticipating changes in markets. This book is another in the publisher's Management of Innovation and Change series. *David Rouse* --This text refers to the edition.

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