THE INNOVATOR'S GUIDE TO GROWTH: PUTTING DISRUPTIVE INNOVATION TO WORK

More than a decade ago, Clayton Christensen's breakthrough book The Innovator's Dilemma illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities.In The Innovator's Guide to Growth, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for...



READ/SAVE PDF EBOOK

The Innovator's Guide to Growth: Putting Disruptive Innovation to Work

Author	Scott D. Anthony
Original Book Format	Hardcover
Number of Pages	320 pages
Filetype	PDF / ePUB / Mobi (Kindle)
Filesize	7.81 MB

Click the button below to save or get access and read the book The Innovator's Guide to Growth: Putting Disruptive Innovation to Work online.



Reader's Opinions

Anyone involved in leading or participating in innovation

Well organized "How-to" summary of concepts from The Innovators Dilemma, The Innovators Solution and Seeing What's Next as well as numerous papers and articles. Not a good 'beach book' which is where I read it!