



## The Clayton M. Christensen Reader

By Clayton M. Christensen

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, The Clayton M. Christensen Reader, Clayton M. Christensen, No matter the industry, renowned author Clayton M. Christensen wrote in his classic book, *The Innovator's Dilemma*, a successful company with established products will get pushed aside unless managers know how and when to abandon traditional business practices. Now leaders whose organizations face disruption can read the best of Christensen's Harvard Business Review articles all in one place. From the seminal article that first introduced the concept of disruptive innovation and won the coveted McKinsey Award, to applications of the idea in marketing and product development, to Christensen's more recent thinking on the subject, this book gives the backstory and the context you need to get innovation right today. It also comes with discussion questions and a facilitator's guide so you can quickly get your whole team up to speed when it comes to finding your next source of breakthrough growth.



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