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THE INNOVATORS DILEMMA WHEN NEW TECHNOLOGIES CAUSE GREAT FIRMS TO FAIL MANAGEMENT OF INNOVATION AND CHANGE

INTRODUCTION : #1 The Innovators Dilemma When New

Publish By Anne Rice,

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the innovators dilemma demonstrates why outstanding companies that had their competitive antennae up listened astutely to customers and invested aggressively in new technologies still lost their market dominance drawing on patterns of innovation in a variety of industries the author argues that good business practices can nevertheless weaken a great firm he shows how truly important

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the innovators dilemma when new technologies cause great firms to fail is the third printing of a classic by the harvard innovation scholar and prolific author clayton christensen it contains new research since the 1997 and 2000 versions so old and new readers alike will want this edition the book consists of two parts essentially theory and practice part 1 why great companies can fail

The Innovators Dilemma When New Technologies Cause Great

in the innovators dilemma when new technologies cause great firms to fail clayton christensen explains the reason why some of the most successful firms lost their position in the market once new challengers stepped up to the plate when it comes to innovation there are some companies that are unable to confront the challenges placed before them in an effective manner in order for

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the innovators dilemma surprisingly infrequently defined in this book arises by the fact that disruptive innovation the most deadly form of competition for a technology business occurs in the least valuable sectors of the market thus companies cannot rationally pursue it but will inevitably get eaten alive by it as history has shown many times over

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