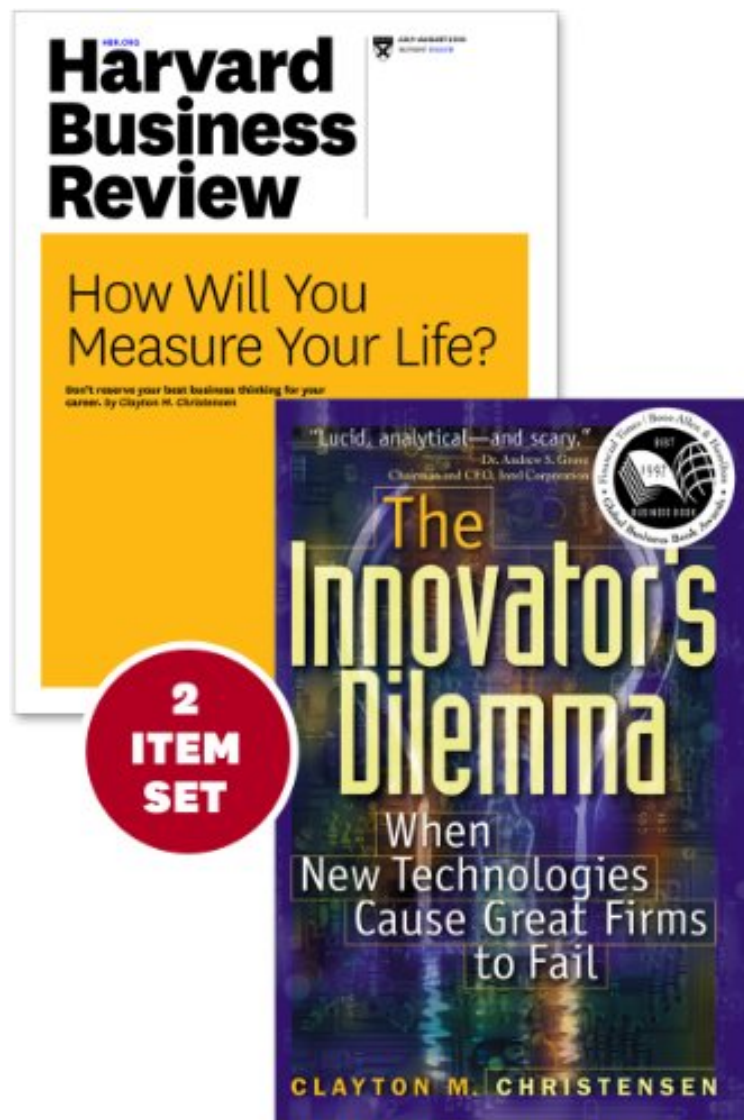


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The Innovator's Dilemma with Award-Winning Harvard Business Review Article ?How Will You Measure Your Life?? (2 Items)

Clayton M. Christensen, Clayton

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Clayton M. Christensen, Clayton : The Innovator's Dilemma with Award-Winning Harvard Business Review Article ?How Will You Measure Your Life?? (2 Items) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Innovator's Dilemma with Award-Winning Harvard Business Review Article ?How Will You Measure Your Life?? (2 Items):

3 of 3 people found the following review helpful. you can not manage technology innovation, without reading this

bookBy Flavio Tosi - Business ExplorationThis book is a fundamental step in understanding how to manage technology and innovation.the key concepts I liked are:- sustaining vs disruptive innovation- managing technology vs managing go to market- technology driven marketing vs market driven technologists- taking markets needs as a given vs taking technology innovation as a given- stumbling down the buying hierarchy vs moving up towards better margins- leaders are followers vs first movers are leaders- filtering organizations vs discovering organizations- risk filtering organizations vs risk planning organizations- trusting your customers vs observing your users- outperforming your customers needs vs underperforming technologyand I made connection with others concepts as:- business process organization maturity- change management- networkinga must.1 of 1 people found the following review helpful. good information on how to manage disruptive technologiesBy S. Britathis book provided a lot of helpful hints on how companies should manage disruptive technologies. Christensen goes through several industry examples on how new technologies upended large companies, and in every case, the upended company knew about the new technology and made efforts to capitalize on it, but their efforts were fruitless. Christensen goes through these examples and provides insights on how to build for disruptive technologies. In the end, the answer is - large companies can't - they either need to buy the technology and let it sit outside the company, or, conversely, spin off a new division that can think small and work with a different mind set. The examples he provides obviously prove his point.One downside to this book - it was very boring. The lessons are invaluable but he spends too much time, IMO, with charts and graphs explaining the industry size, margins, rate of improvement, etc.. This was a tough one to get through.2 of 2 people found the following review helpful. Penetrating Analysis of Organizational Interactions in Large CorporationsBy Hagen FinleyThis was a surprisingly insightful and thought provoking book. I work for a \$20B company and support a consulting firm that works with most of the Fortune 500 worldwide so I have a window into the kinds of innovation dilemmas Christensen describes and analyzes. The idea that its not a lack of talent or resources within an organization, but rather the organization's values and processes point people's actions down a set of tracks that supports their legacy of success but steers them away from tracks that lead to new product offerings, was very enlightening. I have seen my own company respond effectively to that challenge by maintaining different subsidiaries with different, even conflicting, go to market and partner strategies and now I know why. I read a lot of books in this genre and I have to say Christensen's book did more to explain my world than others I have read. I highly recommend it.

Get these bestsellers together: one of the most influential business books of all timewith a bonus HBR article that will inspire you to find meaning and happiness in your life by applying the principles of businessThe Innovator's DilemmaHis work is cited by the world's best known thought leaders, from Steve Jobs to Malcolm Gladwell. 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 rightyet still lose market leadership. Every thoughtful business person--no matter your level or industryshould read this book to avoid a similar fate.Offering both the successes and failures of leading companies as a guide, The Innovator's Dilemma reveals how you can simultaneously do what's right for the near-term health of your established business, while focusing enough resources on the disruptive technologies that ultimately could lead to its downfall. Ignore the innovator's dilemma at your peril.How Will You Measure Your Life? (BONUS HBR article)At Harvard Business School, Clayton Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In the award-winning Harvard Business Review article, How Will You Measure Your Life?, he explains how, exploring questions everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? And how can I live my life with integrity?For the first time, get this article together with the bestselling book that established Clayton Christensen as one of the world's most influential management thinkers.