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The Innovator's Dilemma is the revolutionary business book that has forever changed corporate America. Based on a truly radical idea—that great companies can fail precisely because they do everything right—this Wall Street Journal, Business Week and New York Times Business

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listening to customer has led many
firms to failure, at the onset of
disruptive innovation. The book with its
many examples across industries,
presents what is innovator's dilemma
and why they fail. It explains why the
very nature of disruptive innovation
and its proclivity to succeed in

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emerging market (only), cripples large firm even with their immense resources and expertise.

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The Innovator's Dilemma explains how excellent companies with

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excellent managers with excellent teams and excellent strategies can do everything right and still fail. The Innovator's Dilemma also explains how innovators with "disruptive" technologies on the fringes of the mainstream cannot follow the same rules as existing firms.

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In “The Innovator’s Dilemma”, Clayton Christensen shows how the same (good) practices that lead to a business’ success can eventually lead to its demise – this is the innovator’s dilemma. The book also provides a set of rules that CEOs, entrepreneurs and

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managers can apply to solve this dilemma. In this summary, we'll outline why great firms fail despite doing all the "right" things, and give an overview of the 5 principles of disruptive technologies, and the solutions to ...

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Fail, generally referred to as The
Innovator's Dilemma, first published in
1997, is the best-known work of the
Harvard professor and businessman
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concept of disruptive technologies, a
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The Innovator's Dilemma is an interesting work written by Clayton M. Christensen in 1997. The book seeks to explain why certain businesses are successful in their ventures and why other firms fail in response to new technologies.

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Understanding of their customers
need, eventually fail at disruptive
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