



The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business

By Clayton M. Christensen

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“Absolutely brilliant. Clayton Christensen provides an insightful analysis of changing technology and its importance to a company’s future success.”
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“This book ought to chill any executive who feels bulletproof—and inspire entrepreneurs aiming their guns.”

—*Forbes*

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 bestseller is one of the most provocative and important business books ever written. Entrepreneurs, managers, and CEOs ignore its wisdom and its warnings at their great peril.

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Editorial Review

Review

""The Innovator's Dilemma" is becoming a handbook for CEOs remaking their businesses for the Net." - *BusinessWeek* "In a sea of mostly worthless business books, this is an upside surprise - sharply written and rigorous enough to be predictive..." "The Innovator's Dilemma" could be the wake-up call you need." - Rich Karlgaard, *"Forbes"* ""The Innovator's Dilemma" captures the critical role of leadership in creating markets." - John Seely Brown, chief scientist, Xerox Corp., and director, Xerox Parc "Succinct and clearly written, "The Innovator's Dilemma" is an important book that belongs on every manager's bookshelf. Highly recommended." - Harry C. Edwards, *"Amazon.com"* "This book ought to chill any executive who feels bulletproof - and inspire entrepreneurs aiming their guns." - *"Forbes"* "This is a compelling argument, thoroughly researched and superbly written, which challenges conventional theory." - Jon Hughes, *"Supply Management"* "I cannot recommend this book strongly enough - ignore it at your peril." - Martin Fakley, *"Information Access"* "[A] masterpiece...The most profound and useful business book ever written about innovation." - George Gilder, *"Gilder Technology Report"* "Absolutely brilliant. Clayton Christensen provides an insightful analysis of changing technology and its importance to a company's future success." - Michael R. Bloomberg, CEO & Founder, *"Bloomberg Financial Markets"* "This book addresses a tough problem that most successful companies will face eventually. It's lucid, analytical - and scary." - Dr. Andrew S. Grove, chairman & CEO, Intel Corporation "Clayton Christensen's groundbreaking book...brings fresh insight and understanding to the complex and critically important relationships between technological change and business success...His conclusions provide food for thought for the top management of every company." - Richard N. Foster, Director, *"McKinsey & Company"* "The Best Business Book of 1997." - *The "Financial Times"* / *Booz Allen & Hamilton Global Business Book Awards* "The Innovator's Dilemma has become the book to read among mainstream managers trying to dope out an Internet strategy." - *"New York Times"*

From the Back Cover

In this revolutionary bestseller, innovation expert Clayton M. Christensen says outstanding companies can do everything right and still lose their market leadership—or worse, disappear altogether. And not only does he prove what he says, but he tells others how to avoid a similar fate.

Focusing on "disruptive technology," Christensen shows why most companies miss out on new waves of innovation. Whether in electronics or retailing, a successful company with established products will get pushed aside unless managers know when to abandon traditional business practices. Using the lessons of successes and failures from leading companies, *The Innovator's Dilemma* presents a set of rules for capitalizing on the phenomenon of disruptive innovation.

Find out:

- When it is right not to listen to customers.
- When to invest in developing lower-performance products that promise lower margins.
- When to pursue small markets at the expense of seemingly larger and more lucrative ones.

Sharp, cogent, and provocative, *The Innovator's Dilemma* is one of the most talked-about books of our time—and one no savvy manager or entrepreneur should be without.

About the Author

CLAYTON M. CHRISTENSEN is the Kim B. Clark Professor at Harvard Business School, the author of nine books, a five-time recipient of the McKinsey Award for *Harvard Business Review*'s best article, and the cofounder of four companies, including the innovation consulting firm Innosight. In 2011 and 2013 he was named the world's most influential business thinker in a biennial ranking conducted by Thinkers50.

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