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(THE INNOVATOR'S DILEMMA) THE REVOLUTIONARY BOOK THAT WILL

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Book Summary - The Innovator's Dilemma: The Revolutionary ...

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The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, generally referred to as The Innovator's Dilemma, first published in 1997, is the best-known work of the Harvard professor and businessman Clayton Christensen.

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The Innovator's Dilemma explains how excellent companies with excellent managers with excellent teams and excellent strategies can do everything right and still fail. The Innovator's

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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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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.

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