



The Innovator's Solution: Creating and Sustaining Successful Growth

By Clayton M. Christensen, Michael E. Raynor

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A seminal work by bestselling author Clayton M. Christensen.

In his international bestseller *The Innovator's Dilemma*, Clayton M. Christensen exposed this crushing paradox behind the failure of many industry leaders: by placing too much focus on pleasing their most profitable customers, these firms actually paved the way for their own demise by ignoring the disruptive technologies that aggressively evolved to displace them. In *The Innovator's Solution*, Christensen and coauthor Michael E. Raynor help all companies understand how to become disruptors themselves.

Clay Christensen (author of the award-winning *Harvard Business Review* article, “How Will You Measure Your Life?”) and Raynor not only reveal that innovation is more predictable than most managers have come to believe, they also provide helpful advice on the business decisions crucial to truly disruptive growth. Citing in-depth research and theories tested in hundreds of companies across many industries, the authors identify the processes that create successful innovation—and they show managers how to tailor their strategies to the changing circumstances of a dynamic world.

The Innovator's Solution is an important addition to any innovation library.

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Editorial Review

From Publishers Weekly

Christensen (The Innovator's Dilemma) analyzes the strategies that allow corporations to successfully grow new businesses and outpace the other players in the marketplace. Christensen's earlier book examined how focusing on profits can destroy even well-run corporations, while this book focuses on companies expanding by being "disruptors" who are able to outpace their entrenched competition. The authors (Christensen is a professor at Harvard Business School and Raynor, a director at Deloitte Research) examine the nine business decisions integral to growth, including product development, organizational structure, financing and key customer base. They cite such companies as IBM, AT&T, Sony, Microsoft and others to illustrate their points. Generally, the writing is clear and specific. For example, in discussing whether a company has the resources necessary for growth, the authors say, "In order to be confident that managers have developed the skills required to succeed at a new assignment, one should examine the sorts of problems they have wrestled with in the past. It is not as important that managers have succeeded with the problem as it is for them to have wrestled with it and developed the skills and intuition for how to meet the challenge successfully the next time around"; they then provide a real-life example of a software company. Similar important strategies give readers insights that they can use in their own workplaces. People looking for quick fixes may find the charts, diagrams and extensive footnotes daunting, but readers familiar with more technical business management tomes will find this one both stimulating and beneficial.

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Review

"The process of Low End Disruption is beautifully described in Clayton Christensen's series of books: *The Innovator's Dilemma*, *The Innovator's Solution* and *The Innovator's DNA*. If you haven't read them, you should. What's amazing about these books is not only how important their conclusions are but how well researched they are." — **TechCrunch**

About the Author

Clayton M. Christensen is the Kim B. Clark Professor of Business Administration at Harvard Business School and the author of seven books, including the bestselling *The Innovator's Dilemma* and *The Innovator's Solution*. He's also a five-time recipient of the annual McKinsey Award for *Harvard Business Review's* best article, including 2010's "How Will You Measure Your Life?" Christensen is the cofounder of four companies, including the innovation consulting firm Innosight. In 2011, he was named the world's most influential business thinker in the Thinkers50 ranking. **Michael E. Raynor**, D.B.A., is a director at Deloitte Research, the thought leadership arm of Deloitte & Touche and Deloitte Consulting.

Users Review

From reader reviews:

Jack Lau:

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Virginia Shrader:

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Tom Salgado:

Spent a free time and energy to be fun activity to complete! A lot of people spent their down time with their family, or their particular friends. Usually they undertaking activity like watching television, planning to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you need to something different to fill your personal free time/ holiday? Could be reading a book can be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you want to try look for book, may be the e-book untitled The Innovator's Solution: Creating and Sustaining Successful Growth can be excellent book to read. May be it can be best activity to you.

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