

# When New Technologies Cause Great Firms to Fail: The Management of Innovation

In today's rapidly evolving business landscape, innovation is more critical than ever before. But what happens when new technologies disrupt established industries and cause even the most successful companies to fail? This is the question that "When New Technologies Cause Great Firms to Fail" seeks to answer.



## The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) by Clayton M. Christensen

★★★★☆ 4.5 out of 5

Language	: English
File size	: 4348 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 362 pages



Written by a team of leading experts in innovation, this book provides a comprehensive guide to the challenges and opportunities associated with technological disruption. It offers insights into how businesses can successfully navigate these challenges and emerge as leaders in their respective industries.

## **The Challenges of Technological Disruption**

Technological disruption can take many forms, from the of new products and services to the development of new business models. While these disruptions can create significant opportunities for growth, they can also pose significant threats to established companies.

One of the biggest challenges of technological disruption is the speed at which it can occur. In today's digital age, new technologies can emerge and become widely adopted in a matter of months or even weeks. This can make it difficult for businesses to keep up and adapt to the changing landscape.

Another challenge of technological disruption is the uncertainty that it creates. It can be difficult to predict how new technologies will impact an industry or a particular business. This uncertainty can make it difficult for businesses to make informed decisions about how to invest in innovation and how to respond to disruptive threats.

## **How to Manage Innovation Successfully**

Despite the challenges, technological disruption can also be a source of great opportunity for businesses. By successfully managing innovation, businesses can position themselves to take advantage of new technologies and create value for their customers.

"When New Technologies Cause Great Firms to Fail" provides a roadmap for successful innovation management. The book offers a five-step framework that businesses can use to identify, evaluate, and implement new technologies.

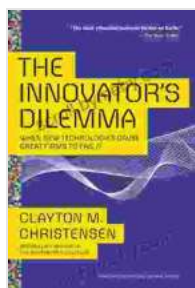
The five steps in the framework are as follows:

1. **Identify disruptive technologies:** The first step is to identify the technologies that have the potential to disrupt your industry. This can be done by monitoring industry trends, talking to customers and partners, and conducting research.
2. **Evaluate the impact of disruptive technologies:** Once you have identified potential disruptive technologies, you need to evaluate their impact on your business. This includes assessing the potential benefits and risks of the technologies, as well as their potential impact on your customers, competitors, and suppliers.
3. **Develop a strategy for responding to disruptive technologies:** Once you have evaluated the impact of disruptive technologies, you need to develop a strategy for responding to them. This strategy should include decisions about how to invest in innovation, how to partner with other companies, and how to adapt your business model.
4. **Implement your strategy:** Once you have developed a strategy, you need to implement it effectively. This includes making the necessary investments, building the right team, and communicating your strategy to your employees.
5. **Monitor and adjust your strategy:** The business landscape is constantly changing, so it is important to monitor your strategy and make adjustments as needed. This includes tracking the progress of your innovation initiatives, monitoring industry trends, and responding to new disruptive technologies.

"When New Technologies Cause Great Firms to Fail" is a must-read for any business leader who wants to understand the challenges and opportunities associated with technological disruption. The book provides a comprehensive guide to successful innovation management and offers a five-step framework that businesses can use to identify, evaluate, and implement new technologies.

By following the advice in this book, businesses can increase their chances of surviving and thriving in the face of technological disruption. They can position themselves to take advantage of new technologies and create value for their customers.

Free Download your copy of "When New Technologies Cause Great Firms to Fail" today and start your journey to successful innovation!



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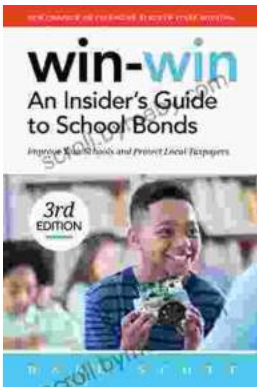
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