

## The Wide Lens Ron Adner

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to California, from transport to telecommunications, to reveal the hidden structure of success in a world of interdependence. Ron Adner, professor of strategy at the Tuck School of Business at Dartmouth College, describes a method to be mindful of interdependence in his book *The Wide Lens: A New Strategy for Innovation*. The Wide Lens explains the risks of having a tunnel-vision approach to innovation.

### THE WIDE LENS - A BOOK BY RON ADNER

This book offers a new perspective—a wide lens—with which to assess your strategy. It introduces a new set of tools and frameworks that will expose your hidden sources of dependence. It will help you make better choices, take more effective actions, and multiply your odds of success. The Innovation Blind Spot and Avoidable Failure

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The Wide Lens by Ron Adner is a must read to gain insight into why that might be the case. In his thought provoking book, Adner explains how most innovation initiatives focus solely on managing the "execution" risk i.e. ensuring that a valid customer need exists, vetting the idea, and ensuring appropriate leadership and implementation.

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Professor Adner's research and teaching focuses on innovation, strategy, and entrepreneurship. His work introduces a new perspective on the relationship between firms, customers, and the broader 'innovation ecosystems' in which they interact to create value.

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*The Wide Lens: A New Strategy for Innovation: Amazon.co.uk ...*  
Dr. Adner's work is a rare convergence of rigorous academic

research, profound managerial insights, and practical, powerful frameworks. Applied, tested, and validated in some of the world's leading companies, his 'Wide Lens' approach to seeing the bigger strategy picture has been transformative in driving effective innovation in both the corporate and social sectors.

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The Wide Lens by Ron Adner is a must read to gain insight into why that might be the case. In his thought provoking book, Adner explains how most innovation initiatives focus solely on managing the "execution" risk i.e. ensuring that a valid customer need exists, vetting the idea, and ensuring appropriate leadership and implementation.

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"The Wide Lens is an important new book on innovation. Adner correctly identifies the important challenge of recognizing market ecosystem and competitive strategies. His framework for innovation is contemporary, teachable, and practical. Growth is today's big challenge.

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