
Disruptive Innovation Clayton Christensen

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Disruptive Innovation Clayton Christensen Disruptive Innovation Disruptive innovation, a term of art

coined by Clayton Christensen, describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors. Disruptive Innovation - Clayton Christensen The theory of disruptive innovation, introduced in these pages in 1995, has proved to be a powerful way of thinking about innovation-driven growth. Many leaders of small, entrepreneurial companies ... What Is Disruptive Innovation? - Harvard Business Review In business theory, a disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market

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The theory of disruptive innovation was first coined by Harvard professor Clayton M. Christensen in his research on the disk-drive industry and later popularized by his book *The Innovator's Dilemma*, published in 1997. The theory explains the phenomenon by which an innovation transforms an existing market or sector by introducing simplicity, convenience, accessibility, and affordability ...

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