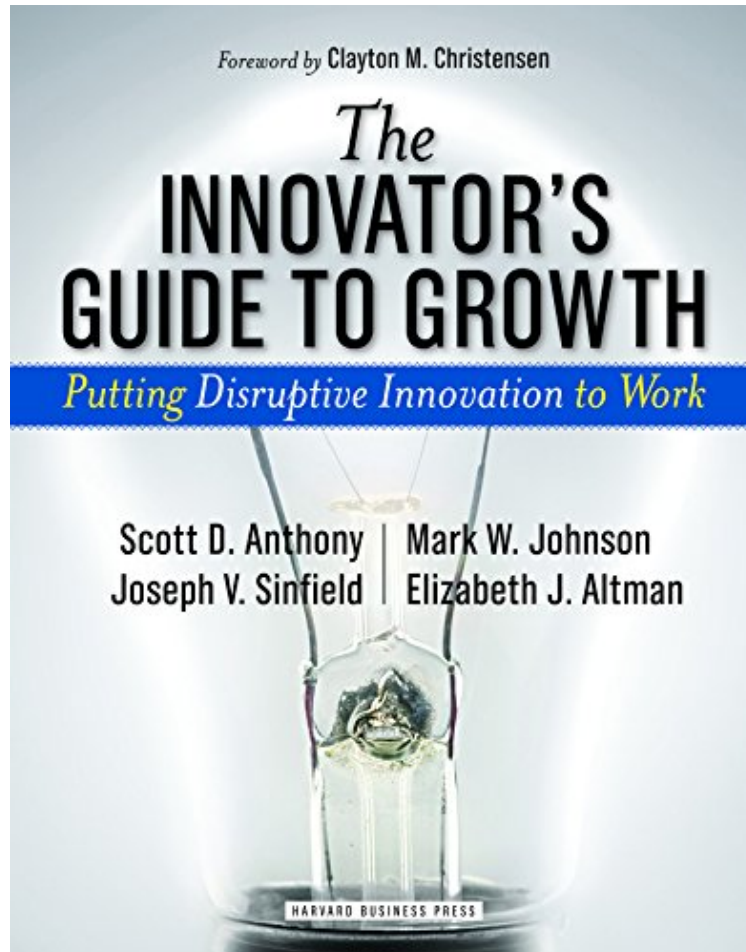


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The Innovator's Guide to Growth: Putting Disruptive Innovation to Work

Scott D. Anthony, Mark W. Johnson, Joseph V. Sinfield, Elizabeth J. Altman

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Scott D. Anthony, Mark W. Johnson, Joseph V. Sinfield, Elizabeth J. Altman : The Innovator's Guide to Growth: Putting Disruptive Innovation to Work before purchasing it in order to gage whether or not it would be worth my time, and all praised The Innovator's Guide to Growth: Putting Disruptive Innovation to Work:

1 of 1 people found the following review helpful. Excellent book on implementing disruptive innovation in your organizationBy David AhlstromIn the book 'The Innovator's Guide to Growth: Putting Disruptive Innovation to Work' by Scott D. Anthony, Mark W. Johnson, Joseph V. Sinfield, and Elizabeth J. Altman, the authors present practical steps for implementing the ideas and work of Clayton Christensen and colleagues' on disruptive innovation. This book is best read with Christensen's early work, particularly 'The Innovator's Solution,' which is a good guide to his important theories and how disruptive innovation can be used in established firms (in particular). This newer book by Scott Anthony and colleagues helps considerably with the implementation and of this important theory and set of ideas. It is a fine and practical book, which I use for my courses on innovation and entrepreneurship in the university.

What's more, there are helpful tables and exercises that can be copied out of the book and used as part of a discussion group or series of meetings on thinking about innovation and new venture creation in your organization. Excellent book, and excellent research - highly recommended. 0 of 0 people found the following review helpful. Fantastic book. By BCF This is a book for business practitioners who are looking to navigate the speed bumps, stop signs and off ramps that frustrate organizations' ability to innovate. Deep strategic insights, but also coupled with practical tools and lessons learned to make ideas suitable for use tomorrow. I particularly appreciated the organizational insights and numerous examples. While this book makes a valuable contribution to the academic "must have" library on strategy, its real value is the emphasis on putting strategy into action. The summary term that comes to mind is "pragmatic", which in my view is extremely high praise. Made for great and useful reading front to back. Highly recommended. 15 of 17 people found the following review helpful. Read *The Innovator's Solution*, skip this one. By ARMAN KIRIM, PhD This is a very light version of *The Innovator's Solution* which, I believe, was a masterpiece. You can hardly find in this book the depth and strength which was present in *The Innovator's Solution*. This is more a company (i.e. Innosight) publicity material and an eclectic strategy manuscript than anything of real practical and academic value. Read the original work and don't waste your time on this, as the original work is an immensely stronger robust piece on strategy practice and theory. Also, please and please, aren't you fed up with the same exercises over and over, e.g. Nucor Steel and minimills etc.? Incidentally, if the authors refer to the book by AG Lafley Ram Charan (*The Game-Changer*), they will find out that the Swiffer innovation story is totally different than their romantic explanation.

More than a decade ago, Clayton Christensen's breakthrough book *The Innovator's Dilemma* illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities. In *The Innovator's Guide to Growth*, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power. With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter Gamble, Johnson Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to: Follow a market-proven process -- so your company can reliably create blockbuster businesses Create structures, systems, and metrics -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed Create a common language of disruptive innovation -- so managers can reach consensus around counterintuitive courses of action Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.

...the authors have provided a model that should help companies spot and seize opportunities for growth -- *The Financial Times*, July 10, 2008 About the Author Scott D. Anthony is president of Innosight, a consultancy cofounded by Clayton Christensen that helps organizations build innovation expertise. Mark W. Johnson is chairman and cofounder of Innosight. Joseph V. Sinfield is a senior partner at Innosight and an assistant professor of civil engineering at Purdue University. Elizabeth J. Altman is vice president of strategy and business development in Motorola's Mobile Devices business.