



Seeing What's Next: Using Theories of Innovation to Predict Industry Change

By Clayton M. Christensen, Erik A. Roth, Scott D. Anthony

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Every day, individuals take action based on how they believe innovation will change industries. Yet these beliefs are largely based on guesswork and incomplete data and lead to costly errors in judgment. Now, internationally renowned innovation expert Clayton M. Christensen and his research partners Scott D. Anthony and Erik A. Roth present a groundbreaking framework for predicting outcomes in the evolution of any industry. Based on proven theories outlined in Christensen's landmark books *The Innovator's Dilemma* and *The Innovator's Solution*, *Seeing What's Next* offers a practical, three-part model that helps decision-makers spot the signals of industry change, determine the outcome of competitive battles, and assess whether a firm's actions will ensure or threaten future success. Through in-depth case studies of industries from aviation to health care, the authors illustrate the predictive power of innovation theory in action.

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- Sales Rank: #490345 in Books
- Brand: Brand: Harvard Business Review Press
- Published on: 2004-09-21
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 6.50" w x 1.25" l, 1.58 pounds
- Binding: Hardcover
- 352 pages

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"Just as kids await the latest Harry Potter installment, so do business leaders look for Clayton M. Christensen's next offering." -- *Inc. Magazine*, September 2004

About the Author

Christensen is one of the brightest stars in business right now, and is recognized as one of the world's leading experts on innovation. He is the Robert and Jane Cizik Professor of Business Administration at Harvard Business School, with a joint appointment in Technology & Operations Management and General Management. Scott D. Anthony is a Partner at Innosight LLC and Erik A. Roth is a consultant in McKinsey & Company's Boston office.

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