

SELECTED ARTICLES FROM THE
WORLD'S FOREMOST AUTHORITY
ON **DISRUPTIVE INNOVATION**

the
clayton m.
christensen
reader

Harvard
Business
Review

Resumo de The Clayton M. Christensen Reader

The best of Clayton Christensen's seminal work on disruptive innovation, all in one place. No business can afford to ignore the theory of disruptive innovation. But the nuances of Clayton Christensen's foundational thinking on the subject are often forgotten or misinterpreted.

To achieve continuing growth in your business while defending against upstarts, you need to understand clearly what disruption is and how it works, and know how it applies to your industry and your company.

In this collection of Christensen's most influential articles carefully selected by "Harvard Business Review's" editor his incisive arguments, clear theories, and readable stories give you the tools you need to understand disruption and what to do about it.

The collection features Christensen's newest article looking back on 20 years of disruptive innovation: what it is, and what it isn't. Covering a broad spectrum of topics business model innovation, mergers and acquisitions, value-chain shifts, financial incentives, product development these articles illuminate the impact and implications of disruptive innovation as well as Christensen's broader thinking on management theory and its application in business and in life.

This collection of best-selling articles includes: Disruptive Technologies: Catching the Wave, by Joseph L. Bower and Clayton M. Christensen, Meeting the Challenge of Disruptive Change, by Clayton M. Christensen and Michael Overdorf, Marketing Malpractice: The Cause and the Cure, by Clayton M.

Christensen, Scott Cook, and Taddy Hall, Innovation Killers: How Financial Tools Destroy Your Capacity to Do New Things, by Clayton M. Christensen, Stephen P. Kaufman, and Willy C. Shih, Reinventing Your Business Model, by Mark W.

Johnson, Clayton M. Christensen, and Henning Kagermann, The New M&A Playbook, by Clayton M. Christensen, Richard Alton, Curtis Rising, and Andrew Waldeck, Skate to Where the Money Will Be, by Clayton M.

Christensen, Michael E. Raynor, and Matthew Verlinden, Surviving Disruption, by Maxwell Wessel and Clayton M. Christensen, What Is Disruptive Innovation? by Clayton M. Christensen, Michael E. Raynor, and Rory McDonald, Why Hard-Nosed Executives Should Care About Management Theory, by Clayton M.

Christensen and Michael E. Raynor, and How Will You Measure Your Life? by Clayton M. Christensen."

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