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opinion – the

world ' s foremost  
business thinker

and certainly the  
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authority on  
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has been called the

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business idea of the

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introduced

"disruption" in his

1997 book The

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what we know  
about disruptive

innovation to show

how individuals can

develop the skills

necessary to move

progressively from

idea to impact. By

identifying

behaviors of the

world ' s best

innovators the

authors outline five

discovery skills that

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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 editors—his incisive



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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

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broader thinking on  
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In the spring of

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2010, Harvard

Business School 's  
graduating class

asked HBS

professor Clay

Christensen to

address them—but

not on how to apply

his principles and

thinking to their

post-HBS careers.

The students

wanted to know

how to apply his

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wisdom to their  
personal lives. He  
shared with them a  
set of guidelines  
that have helped  
him find meaning in  
his own life, which  
led to this now-  
classic article.

Although  
Christensen ' s  
thinking is rooted in  
his deep religious  
faith, these are

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strategies anyone  
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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

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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

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Christensen's  
landmark books

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Dilemma and The  
Innovator's  
Solution, Seeing  
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a practical, three-  
part model that  
helps decision-  
makers spot the  
signals of industry  
change, determine

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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



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Christensen ' s  
definitive works on  
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fall victim to  
disruptive  
innovation—or  
become a disruptor  
yourself? Tip the  
odds in your favor

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to Fail In one of the

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introduced the

world to the

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innovation, showing  
how even the most  
outstanding  
companies can do  
everything  
right—yet still lose  
market leadership.  
Don ' t repeat their  
mistakes. The  
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research and

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author Michael

Raynor provide the  
tools organizations

need to become  
disruptors

themselves. The

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Mastering the Five  
Skills of Disruptive  
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Christensen and  
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Dyer and Hal  
Gregersen identify  
behaviors of the  
world ' s best  
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leaders at Amazon  
and Apple to those  
at Google, Skype,

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Group—to show how you and your team can unlock the code to generating and executing more innovative ideas.

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Clayton Christensen teaches aspiring

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everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? And how can I live my life with integrity?

In this seminal article, innovation

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C. Shih explore the

key reasons why

companies struggle

to innovate. The

authors uncover

common mistakes

companies

make—from focusing

on the wrong

customers to

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choosing the wrong  
products to  
develop—that can  
derail innovation  
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Efosa Ojomo and

Karen Dillon reveal

why so many

investments in

economic

development fail to

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generate sustainable prosperity, and offers a groundbreaking solution for true and lasting change. Global poverty is one of the world ' s most vexing problems. For decades, we ' ve assumed smart, well-intentioned

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people will  
eventually be able  
to change the

economic trajectory  
of poor countries.

From education to  
healthcare,

infrastructure to  
eradicating

corruption, too  
many solutions rely  
on trial and error.

Essentially, the plan  
is often to identify



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help, flood them

with resources, and

hope to see change

over time. But hope

is not an effective

strategy. Clayton

M. Christensen and

his co-authors

reveal a paradox at

the heart of our

approach to solving

poverty. While

noble, our current

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producing

consistent results,

and in some cases,

have exacerbated

the problem. At

least twenty

countries that have

received billions of

dollars ' worth of

aid are poorer now.

Applying the

rigorous and theory-

driven analysis he

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Christensen,

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suggests a better

way. The right kind

of innovation not

only builds

companies—but also

builds countries.

The Prosperity

Paradox identifies

the limits of

common economic

development

models, which tend

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to be top-down efforts, and offers a new framework for economic growth based on entrepreneurship and market-creating innovation.

Christensen, Ojomo, and Dillon use successful examples from America ' s own economic

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development,  
including Ford,  
Eastman Kodak, and

Singer Sewing

Machines, and

shows how similar

models have

worked in other

regions such as

Japan, South Korea,

Nigeria, Rwanda,

India, Argentina,

and Mexico. The

ideas in this book

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will help companies  
desperate for real,  
long-term growth  
see actual,  
sustainable  
progress where  
they ' ve failed  
before. But The  
Prosperity Paradox  
is more than a  
business book; it is  
a call to action for  
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fresh take for

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prosperous place.

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(The Innovator ' s

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Life?) build on what

we know about

disruptive

innovation to show

how individuals can



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develop the skills  
necessary to move  
progressively from  
idea to impact. By  
identifying  
behaviors of the  
world ' s best  
innovators—from  
leaders at Amazon  
and Apple to those  
at Google, Skype,  
and Virgin  
Group—the authors  
outline five

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discovery skills that  
distinguish  
innovative

entrepreneurs and  
executives from  
ordinary managers:

Associating,

Questioning,

Observing,

Networking, and

Experimenting.

Once you master  
these competencies  
(the authors

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provide a self-assessment for rating your own innovator ' s DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation

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Christenson will

translate into a premium in your company ' s stock price—an innovation premium—which is possible only by building the code for innovation right into your organization ' s people, processes, and guiding philosophies.

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provocative, The  
Innovator ' s DNA is  
an essential  
resource for  
individuals and  
teams who want to  
strengthen their  
innovative prowess.

A thought-  
provoking analysis  
of the new business  
paradigm shows

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how firms that do  
"everything right"  
can nevertheless  
fail because of new  
technologies and  
disruptions in the  
market structure.  
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The foremost  
authority on  
innovation and  
growth presents a  
path-breaking book

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every company  
needs to transform  
innovation from a

game of chance to

one in which they

develop products

and services

customers not only

want to buy, but are

willing to pay

premium prices for.

How do companies

know how to grow?

How can they

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create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen has the answer. A generation ago, Christensen revolutionized



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Christensen with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding the customer is the

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crux of innovation—is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can

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Christenson  
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be seen in some of  
the world ' s most  
respected

companies and fast-  
growing startups,  
including Amazon,  
Intuit, Uber, Airbnb,  
and Chobani yogurt,  
to name just a few.

But this book is not  
about celebrating  
these

successes—it ' s  
about predicting

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new ones.  
Christensen  
contends that by  
understanding what  
causes customers  
to "hire" a product  
or service, any  
business can  
improve its  
innovation track  
record, creating  
products that  
customers not only  
want to hire, but

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that they ' ll pay  
premium prices to  
bring into their  
lives. Jobs theory  
offers new hope for  
growth to  
companies  
frustrated by their  
hit and miss efforts.  
This book carefully  
lays down  
Christensen ' s  
provocative  
framework,

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Christensen  
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providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world—and, most importantly, how not to squander the insights it provides.

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