

The Innovator's Solution: Creating and Sustaining Successful Growth

By Clayton, Michael



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An innovation classic. From Steve Jobs to Jeff Bezos, Clay Christensen's work continues to underpin today's most innovative leaders and organizations.

A seminal work on disruption—for everyone confronting the growth paradox.

For readers of the bestselling *The Innovator's Dilemma*—and beyond—this definitive work will help anyone trying to transform their business right now.

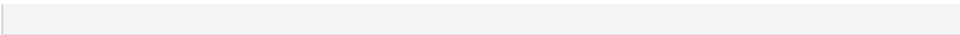
In *The Innovator's Solution*, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment.

Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams.

Based on in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide.

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Review

A Wall Street Journal, New York Times, and National Post Bestseller.

Praise for *The Innovator's Solution*:

The Financial Times

"Fresh thinking aplenty . . . nothing less than a handbook for managers who would rather disrupt than be disrupted."

Fast Company

"Every dilemma demands a solution. And this book lives up to its promise: More than an engrossing read, shot through with Christensen's rigorous thinking and trademark clarity, it's a valuable tool for every aspiring upstart—whether you're inside a billion-dollar company or have a billion-dollar glimmer in your eye."

The New York Times

"If [Christensen's] first book left business with the quandary of how a middle-aged company can be as creative as the new kid on the block, [this] book is an instructive tutorial on how to rekindle the spark of youth and nurture the fragile flame."

The Miami Herald

"*The Innovator's Solution* is an intelligent, perceptive (and frequently counterintuitive) look at innovation, and well worth the time it takes to read and digest it to gain a greater understanding of the complex and profound combination of forces driving business development."

The Conference Board Review

". . . Required reading for every manager in America."

The Toronto Globe and Mail

"A promising blueprint for innovation."

About the Author

Clayton M. Christensen is the Kim B. Clark Professor of Business Administration at Harvard Business School. He is the author of eight critically acclaimed books, including the bestsellers *How Will You Measure Your Life?*, *The Innovator's Dilemma*, and *Disrupting Class*. Christensen is the cofounder of Innosight, a management consultancy; Rose Park Advisors, an investment firm; and the Innosight Institute, a nonprofit think tank.

Michael E. Raynor is a director with Deloitte Services LP. He works with senior executives in the world's leading corporations across a wide range of industries. He is the author of three critically acclaimed books: *The Innovator's Solution*, coauthored with Clayton M. Christensen, *The Strategy Paradox*, and *The Innovator's Manifesto*. Raynor publishes regularly in leading magazines and scholarly journals.

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