

The Innovator's Dilemma: Summary of the Key Ideas - Original Book by Clayton M. Christensen: When New Technologies Cause Great Firms to Fail

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Even well-managed companies can fail when they are faced with a disruptive innovation. The main reason why they are often too slow to adapt to changes is not their management, but the fact that managers tend to listen to customers too well and that large corporations cannot target small markets as well as spin-offs of the organization could.

Who should read this book:
• Anyone who is interested in finding out more about the innovator’s dilemma.
• People who want to learn more about sustaining and disruptive technologies and how they can influence companies.
• Business owners who want to find out how to confront and properly deal with the next disruptive innovation.

In this summary:
Chapter 1: Established companies often fail to adapt to the changes brought about by disruptive technology
Chapter 2: Investing in sustaining technology poses no challenge for established companies, but they are often reluctant when it comes to disruptive innovation
Chapter 3: Established companies are often held back by an increased focus on their customers’ wants and needs
Chapter 4: Instead of continually adjusting the product, try to look for a market that appreciates its value
Chapter 5: Proposals for pursuing disruptive technology are often rejected due to the projected low revenue they will bring in
Chapter 6: Create an independent organization to target the right customers and get first-mover advantage in the market
Chapter 7: Invest early on instead of waiting for the market to grow big enough to make a profit
Chapter 8: Emerging markets are unpredictable and can only be found by using a flexible approach

Chapter 9: In regard to an organization’s capabilities, processes and values need to be taken into consideration as well
Chapter 10: The product life cycle consists of several phases, which are influenced by performance oversupply
Chapter 11: Final Summary
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