



# The Clayton M. Christensen Reader

By Clayton M. Christensen



**The Clayton M. Christensen Reader** By Clayton M. Christensen

**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 editors—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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- Sales Rank: #211087 in eBooks
- Published on: 2016-01-19
- Released on: 2016-01-19
- Format: Kindle eBook

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Review

### Praise for Clayton M. Christensen:

“The world’s leading management guru.” — *The Economist*

“One of the most influential business theorists of the last fifty years.” — *Forbes*

“The most influential business thinker on earth.” — *The New Yorker*

### About the Author

CLAYTON M. CHRISTIENSEN is an associate professor of business administration at the Harvard Business School. Prior to joining the Harvard faculty, he was chairman and president of Ceramics Process Systems Corporation. He holds degrees from Brigham Young University and Oxford University, where he studied as a Rhodes scholar. He lives in Belmont, Massachusetts.

For over 30 years, Bob has worked with Senior Executive Teams and Boards on their most vital strategic and organizational challenges, both as a consultant and a corporate executive. He is considered one of the world's leading strategic facilitators, having designed and conducted offsites in sixteen countries with companies ranging from Fortune 10 multinationals to German mittelstand family businesses.

Bob is the author of four Harvard Business Review articles: Off-Sites That Work (June 2006, co-authored with Logan Chandler), When Teams Can't Decide (November 2008), Who Really Makes The Big Decisions in Your Company? (December 2011), and Leadership Summits That Work (March 2015, co-authored with Cary Greene). HBR named When Teams Can't Decide one of ten 'must read' articles on teams

No Bio

## Users Review

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#### Kirk Fonseca:

The Clayton M. Christensen Reader can be one of your basic books that are good idea. All of us recommend that straight away because this e-book has good vocabulary that could increase your knowledge in vocabulary, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort that will put every word into delight arrangement in writing The Clayton M. Christensen Reader however doesn't forget the main place, giving the reader the hottest and also based confirm resource info that maybe you can be one of it. This great information could drawn you into brand-new stage of crucial

contemplating.

**Kenneth Kelly:**

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**Betty Jordan:**

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