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Clayton M. Christensen is best known for
his theory of disruptive innovation, in

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which he warns large, established
companies of the danger of becoming
too good at what they do best. To grow
profit...

The Essential Clayton Christensen Articles

Coined in the early 1990s by Harvard
Business School professor Clayton

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Christensen, the term has become
virtually ubiquitous from Wall Street to
Silicon Valley. Consequently, it's also
one of the most misunderstood and
misapplied terms in the business
lexicon. Disruptive Innovations are NOT
breakthrough technologies that make
good products better; rather they are
innovations that make products and

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services more accessible and affordable,
thereby making them available to a
larger population.

Disruptive Innovations - Christensen Institute ...

"The first thing is to look at disruptive
technology as a growth opportunity and
not as a threat," Christensen said in an

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interview in 2001. "In almost every case,
a disruptive technology enables a...

Clayton Christensen, pioneer of 'disruptive innovation ...

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Clayton M. Christensen: Disruptive
innovation describes a process by which
a product or service powered by a
technology enabler initially takes root in

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simple applications at the low end of a market — typically by being less expensive and more accessible — and then relentlessly moves upmarket, eventually displacing established competitors.

Disruption 2020: An Interview With Clayton M. Christensen

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According to Christensen, disruptive innovation is the process in which a smaller company, usually with fewer resources, is able to challenge an established business (often called an “incumbent”) by entering at the bottom of the market and continuing to move up-market. This process usually happens over a number of steps:

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Disruptive Innovation Theory: 4 Key Concepts | HBS Online

The Theory of Disruptive Innovation.
Disruptive innovation is a term used by
Harvard Business School professor
Clayton Christensen in his 1997 book
The Innovator's Dilemma, considered by
many to be one of the most influential

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business ideas of the 21st Century.
“Disruptive Innovation describes a
process by which a product or service
initially takes root in simple applications
at the bottom of a market—typically by
being less expensive and more
accessible—and then relentlessly moves

...

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Christensen popularized the idea of

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disruptive innovation in the book “The...
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His doctoral thesis became the seminal 1997 book *The Innovator's Dilemma* —a tremendously influential, best-selling volume that established Christensen as the architect of, and worldwide authority on, “disruptive innovation.” In 2011 *The Economist* named it one of the six most important business books ever written.

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Clayton Christensen on disruptive innovation | Harvard ...

Disruptive innovation: No better time In the late 1990s, Clayton Christensen coined the term “disruptive innovation.” It was heralded as a way to smash through the tendency for slow, incremental, and supposedly “safe” change.

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Disruptive innovation: No better time

A key result of Christensen's analysis is his advice that an established company, in order to manage disruptive technologies, should set up a separate subsidiary "and free it to attack the parent.

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**Debating Clayton Christensen's
Innovation Strategy**

Like. "The leading firms in the established technology remain financially strong until the disruptive technology is, in fact, in the midst of their mainstream market." — Clayton M. Christensen, *Disruptive Innovation: The*

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