

# Innovation Killers



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出版者:Harvard Business Press

出版时间:2010-07-22

装帧:Paperback

isbn:9781422136553

In this seminal article, innovation experts Clayton Christensen, Stephen P. Kaufman, and Willy 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 choosing the wrong products to develop--that can derail innovation efforts, and offer a better way forward for management teams who want to avoid these obstacles and get innovation right.

作者介绍:

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