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the original work. It then proceeds to offer an array of approaches to handling disruptive innovation in large organizations.

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The Innovator's Solution is really more concentrated on producing new growth through disruptive markets rather than on maintaining dominance in the presence of disruptive innovation. That being said, the specific details on generating new growth areas are equally applicable to avoiding being toppled by a new entrant.

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In The Innovator's Solution, Clayton Christensen and coauthor Michael E. Raynor build on Christensen's groundbreaking disruptive innovation research to help all companies understand how to become disruptors themselves. They not only reveal that innovation is more predictable than most managers have historically believed, but they also provide clear advice on the business decisions crucial to truly disruptive growth.

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