

THE
INNOVATOR'S
SOLUTION

CREATING AND SUSTAINING
SUCCESSFUL GROWTH

CLAYTON M. CHRISTENSEN

MICHAEL E. RAYNOR

HARVARD BUSINESS REVIEW PRESS
BOSTON, MASSACHUSETTS

CONTENTS

<i>In Gratitude</i>	vii
1. The Growth Imperative	1
2. How Can We Beat Our Most Powerful Competitors?	31
3. What Products Will Customers Want to Buy?	73
4. Who Are the Best Customers for Our Products?	101
5. Getting the Scope of the Business Right	125
6. How to Avoid Commoditization	149
7. Is Your Organization Capable of Disruptive Growth?	177
8. Managing the Strategy Development Process	213
9. There Is Good Money and There Is Bad Money	235
10. The Role of Senior Executives in Leading New Growth	267
Epilogue Passing the Baton	285
<i>Index</i>	293
<i>About the Authors</i>	303