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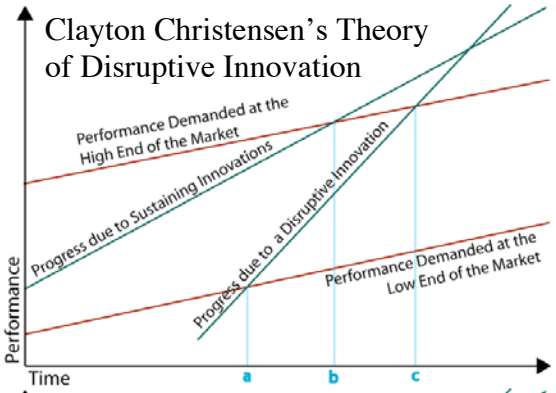
Clayton Christensen's Theory of Disruptive Innovation



Side 1, ver 1 http://dltj.org/category/christensen/

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a. A disruptive innovation reaches the point where it can satisfy the least demanding customers; least demanding customers drop the established, higher performing option on the basis of other factors (cost, convenience, etc.).
b. The established product exceeds the needs of the most demanding customers; sustaining innovations now fuel "performance oversupply."
c. The disruptive innovation meets the level of performance required by the most demanding customers; those customers drop the established option on the basis of other factors.

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