



# The Innovator's Guide to Growth: Putting Disruptive Innovation to Work

*Scott D. Anthony, Mark W. Johnson, Joseph V. Sinfield, Elizabeth J. Altman*

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More than a decade ago, Clayton Christensen's breakthrough book *The Innovator's Dilemma* illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities.

In *The Innovator's Guide to Growth*, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power.

With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter & Gamble, Johnson & Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to:

**Follow a market-proven process** -- so your company can reliably create blockbuster businesses

**Create structures, systems, and metrics** -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed

**Create a common language of disruptive innovation** -- so managers can reach consensus around counterintuitive courses of action

Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.

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