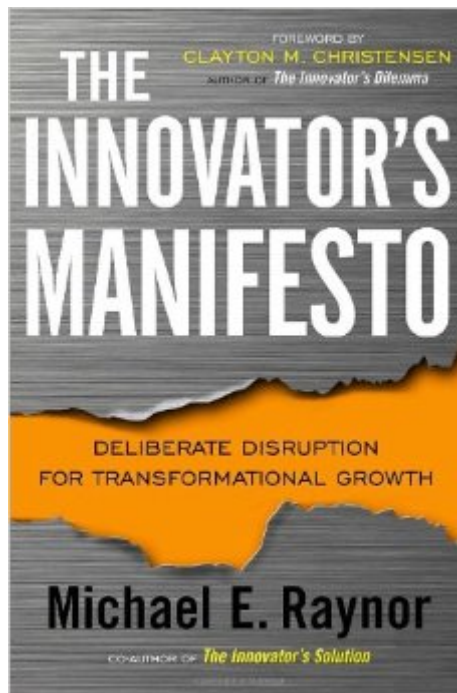


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# The Innovator's Manifesto: Deliberate Disruption For Transformational Growth



## Synopsis

In this compelling new book, Michael E. Raynor, coauthor of the national bestseller *The Innovator's Solution*, shows that Disruption, Clayton M. Christensen's landmark theory that explains how fringe ideas come to redefine entire markets, not only explains why new businesses emerge and mature companies fall – it actually helps to predict the future success of new ventures more accurately. Raynor's groundbreaking research, and deeper understanding of the mechanisms and drivers of Disruption make this approach to innovation more powerful and more useful than ever. Despite the groaning shelves of books offering advice on innovation, most managers continue to struggle to create the profitable growth their companies need. The reason? The vast majority of management theories base their prescriptions on explanations of the past. When it comes to predicting successful innovation, a willingness to apply the empirical and theoretical rigor of the scientific method to prove what will work in the real world has been notable by its absence. Until now. In *The Innovator's Manifesto*, Michael E. Raynor, a director at Deloitte Consulting, LLP., coauthor of *The Innovator's Solution*, and author of *The Strategy Paradox*, shows how Disruption theory can help managers more accurately predict which businesses will survive – and which will die. In fact, Raynor argues that Disruption theory is the only theory which has been statistically proven to be an effective predictive tool. The book draws on the research of the New Business Initiatives (NBI) group at Intel, analyzing forty-eight new ventures that NBI researched, scrutinized, and ultimately funded. The group's success rate was comparable to venture capitalists throughout the industry – roughly 10 percent. However, when the principles of Disruption theory were applied to these forty-eight funded ventures in controlled experiments, the subjects' accuracy rates improved significantly – by almost 40 percent. Raynor replicated these experiments with over 300 MBA students at schools in the United States and Canada, including Harvard, with even more impressive results: systematic improvements in predictive accuracy of up to 50 percent. In other words, not only is disruption effective, it can be readily and successfully taught and applied. *The Innovator's Manifesto* is the most significant advance in our understanding of the mechanisms and implications of Disruption theory since Christensen's seminal 1997 work, *The Innovator's Dilemma*. For the first time disruption theory has been shown to give managers and investors effective tools they can use in their efforts to create the success they seek.

## Book Information

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## Customer Reviews

Frankly, I was unable to fully understand (much less appreciate) the significance of what Joseph A. Schumpeter shares in his masterwork, *Capitalism, Socialism and Democracy*, when I first read it in 1975. Only much later, after several re-readings, have I begun to "get it" in terms of what "creative destruction" is and isn't. I mention all this by way of introducing my gratitude to Michael E. Raynor for what I have learned from him in *The Innovator's Manifesto* as well as from books written or co-authored by Clayton Christensen, who wrote the Foreword to this book. For me, one of the most valuable "lessons" is that "creative destruction" is the means and "creative creation" is the ultimate objective. Whereas Charles Darwin explains evolution as a process of natural adaptation and elimination, what Raynor examines in this book are deliberate efforts to survive and then thrive. He asserts, and I agree, that "deliberate disruption" is the key to "transformational growth" by both individuals and organizations. As he explains, "The first objective of this book is to demonstrate that Disruption has true *predictive power*...Second, I will make the case for Disruption's unique and superior *explanatory power*...Finally, I will offer some thoughts on how one can go about *applying* these concepts to greatest effect at the least expense.

I was given this book as a gift, and could not have--in a million years of planning--gotten a better book relevant to OccupyWallStreet (OWS) than this book. I read it this morning while my MGB was in the shop recovering from my trip to NYC OWS 6-7 October (shredded the generator). Halfway through my notes, advanced here, I observe that the book is a pleasure to read and a substantial advance on the earlier disruption explorations. While I sympathize with those who do not "get" this

book and downgrade it, I gave it a solid five and seriously considered a six star plus (only 10% of my reviews go there) but kept it at five because any book that considers Walmart disruptive (which it is) without observing the "true cost" to society, the environment, government, and small businesses, is completely missing the big picture. This book does go beyond the earlier book that I have also reviewed, *The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business*, and while Clayton M. Christensen has been churning books out with variations on the theme, I do see in this book very important, useful, immediately applicable insights and would recommend buying the first Christensen book and this book (to which he writes a Foreword).

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