

**HBR'S
10
MUST
READS**

FEATURING
"The Discipline of
Innovation"

By Peter F. Drucker

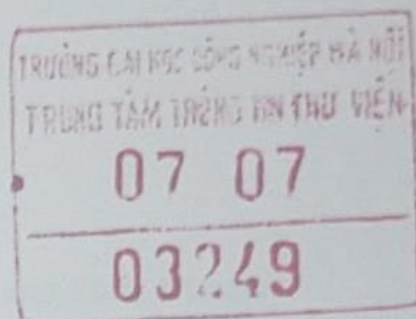
On
Innovation

If you read nothing else on inspiring and executing innovation, read these definitive articles from **Harvard Business Review**.

**HBR'S
10
MUST
READS**

On Innovation

**HBR'S
10
MUST
READS**



On Innovation



GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI

HARVARD BUSINESS REVIEW PRESS
Boston, Massachusetts

Copyright 2013 Harvard Business School Publishing Corporation
All rights reserved
Printed in the United States of America
10 9 8

No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the prior permission of the publisher. Requests for permission should be directed to permissions@hbsp.harvard.edu, or mailed to Permissions, Harvard Business School Publishing, 60 Harvard Way, Boston, Massachusetts 02163.

The web addresses referenced in this book were live and correct at the time of book's publication but may be subject to change.

Library of Congress Cataloging-in-Publication Data

HBR's 10 must reads on innovation.

pages cm

Includes index.

ISBN 978-1-4221-8985-6 (alk. paper)

1. Creative ability in business. 2. Creative thinking. 3. Diffusion of innovations—Management. 4. Technological innovations—Management. 5. New products. I. Harvard business review II. Title: HBR's ten must reads on innovation.

HD53.H394 2013

658.4'063—dc23

2012045970

The paper used in this publication meets the requirements of the American National Standard for Permanence of Paper for Publications and Documents in Libraries and Archives Z39.48-1992.

Contents

- The Innovation Catalysts 1
by Roger L. Martin
- Stop the Innovation Wars 11
by Vijay Govindarajan and Chris Trimble
- How GE Is Disrupting Itself 27
by Jeffrey R. Immelt, Vijay Govindarajan, and Chris Trimble
- The Customer-Centered Innovation Map 43
by Lance A. Bettencourt and Anthony W. Ulwick
- Is It Real? Can We Win? Is It Worth Doing? 59
by George S. Day
- Six Myths of Product Development 83
by Stefan Thomke and Donald Reinertsen
- Innovation: The Classic Traps 101
by Rosabeth Moss Kanter
- Discovery-Driven Planning 125
by Rita Gunther McGrath and Ian C. MacMillan
- The Discipline of Innovation 143
by Peter F. Drucker
- Innovation Killers 157
by Clayton M. Christensen, Stephen P. Kaufman, and Willy C. Shih
- About the Contributors* 173
- Index* 175