

Mastering The Dynamics Of Innovation

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Mastering the Dynamics of Innovation 1) We have a culture that embraces and encourages change. 2) We continue to try to supersede and render obsolete our existing products, since if we don ' t others will. 3) We focus on solving our current customer ' s problems, but are constantly searching for new ...

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Abstract. Explores how innovation transforms industries, suggesting a strategic model to help firms to adjust to ever-shifting market dynamics. Understanding and adapting to innovation -- 'at once the creator and destroyer of industries and corporations' -- is essential with increasing fragmentation and foreign competition, and the consequent demand for high cost-value and globally appealing products.

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2. James M. Utterback, *Mastering the Dynamics of Innovation* (Boston, Mass.: Harvard University Business School Press, 1994). 3. James M. Utterback and Linsu Kim, "Invasion of a Stable Business by Radical Innovation," in *The Management of Productivity and Technology in Manufacturing*, Paul Kleindorfer, ed. (New York: Plenum Press, 1986), pp. 113 ...

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