

# Disruptive Innovation

fallen at steep rates

ideas

IBM now drive functionality E... of established orgs

VISION

applied to different fields...

innovator's dilemma

careful decision making  
good management  
playing it safe  
raises failure  
causes success...

book by christensen  
"doing the wrong thing is the right thing"

def: sell new products to small markets until it grows

public health crisis

JUL documentation about structural PD

undeniable new ideas

cannot identify new trends

bureaucratic structure of reorganization

2008 financial crisis

future isn't the "right" vision

matrix challenge

small units

trial & error

sp starts

low cost structure

misogy in SL

disrupt & disrupt or can you know