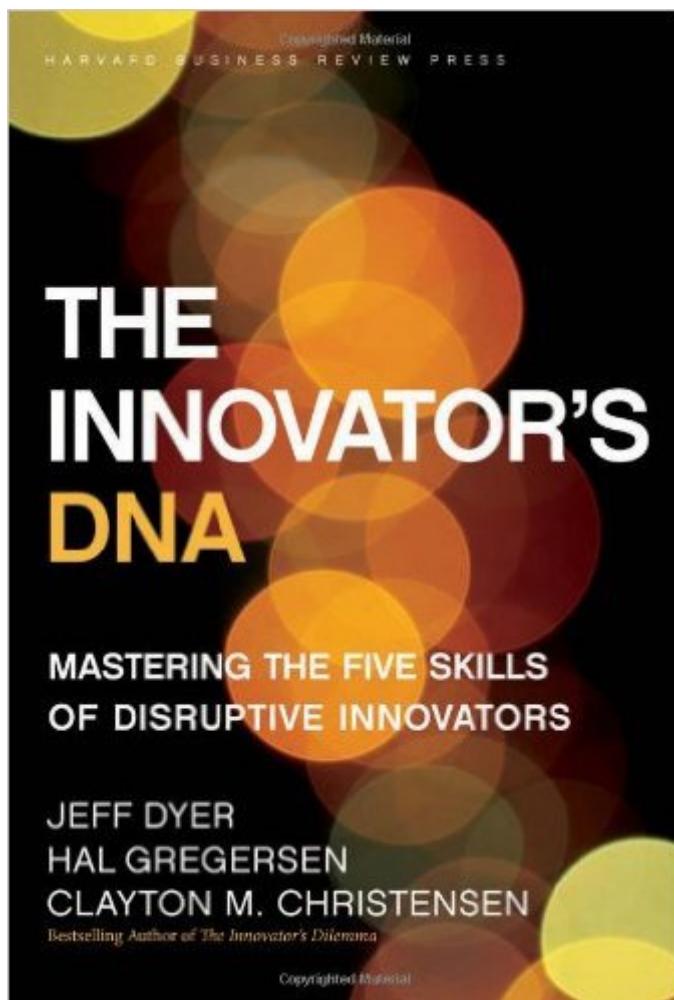


The book was found

# The Innovator's DNA: Mastering The Five Skills Of Disruptive Innovators



## Synopsis

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Apple to those at Google, Skype, and Virgin Group; the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price; an innovation premium; which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

## Book Information

Hardcover: 304 pages

Publisher: Harvard Business Review Press; 1 edition (July 19, 2011)

Language: English

ISBN-10: 1422134814

ISBN-13: 978-1422134818

Product Dimensions: 1 x 6.2 x 9.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (117 customer reviews)

Best Sellers Rank: #42,241 in Books (See Top 100 in Books) #69 in Books > Business & Money > Management & Leadership > Strategy & Competition #162 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #182 in Books > Business & Money > Skills > Decision Making

## Customer Reviews

The process of Low End Disruption is beautifully described in Clayton Christensen's

series of books: The Innovatorâ™s Dilemma, The Innovatorâ™s Solution and The Innovatorâ™s DNA. If you havenâ™t read them, you should. Whatâ™s amazing about these books is not only how important their conclusions are but how well researched they are.â•#151; TechCrunch&#147;This final entry in coauthor Christensenâ™s innovation trilogy complements his influential The Innovatorâ™s Dilemma (1997) and coauthored The Innovatorâ™s Solution (2003) with a notably accessible style.â•#151; The Journal of Product Innovation Management&#147; pocket-sized map&#133;to your innovation journeyâ•#151; Strategy+Business&#147; The Innovatorâ™s DNA is a fascinating book, filled with stellar examples, and of course tips, to enhance creativity in your life. I highly recommend this book to chemical engineers for both personal and organizational development.â•#151; American Institute of Chemical Engineers&#147; Through numerous examples of innovative people and companies, the authors inspire readers to make a positive impact through innovation. Summing Up: Highly recommended.â•#151; CHOICE &#147; The book will challenge readers to think differently and act differently to generate creative ideas for new products, services, processes and businesses.â•#151; Malcolm Rittman, CMI (Reviewed as Chartered Management Instituteâ™s Innovation and Entrepreneurship Book of the Year 2011)&#147; A terrific and inspiring read, very accessible and deceptively easy to absorb. It provides an accurate reflection of what is known about innovation today and I really believe that it will have an impact on actual practice and on raising peopleâ™s aspirations in regard to innovation.â•#151; Professor James Fleck, Professor of Innovation Dynamics at The Open University&#147; The Innovatorâ™s DNA is a book that should interest a broad audience, including inventors, researchers, and professors seeking greater creativity in their teaching and research. Read it to find inspiration &#150; and ways to put down your knitting.â•#150; PRISM Magazine&#147; one of the most interesting books on innovation to come along in a while.â•#150; - Ottawa Business Journal&#147; The book adds a great deal to our understanding of the mindset of path breaking innovators.â•#150; San Jose Mercury News&#147; the book is easy to read, jammed with examples and, at a time when innovation is a beacon, offers an interesting model to consider.â•#150; Globe & Mail Marc Benioff, Chairman and CEO, salesforce.com; author, Behind the Cloud&#151;&#147; Businesses worldwide have been guided and influenced by The Innovatorâ™s Dilemma and The Innovatorâ™s Solution. Now The Innovatorâ™s DNA shows where it all starts. This book gives you the fundamental building blocks for becoming more innovative and changing the world. One of the most important books to come out this year, and one that will remain pivotal reading for years to come.â•#150; Scott D. Cook, Chairman of the Executive Committee, Intuit Inc.&#151;&#147; The Innovatorâ™s DNA is the &#145;how toâ™ manual to

innovation, and to the fresh thinking that is the root of innovation. It has dozens of simple tricks that any person and any team can use today to discover the new ideas to solve the important problems. Buy it now and read it tonight. Tomorrow you will learn more, create more, inspire more. •Stephen R. Covey, author, *The 7 Habits of Highly Effective People* and *The Leader in Me* •The Innovator's DNA sheds new light on the once-mysterious art of innovation by showing that successful innovators exhibit common behavioral habits—habits that can boost anyone's creative capacity. •A.G. Lafley, retired Chairman of the Board and Chief Executive Officer, The Procter & Gamble Company •Having worked with Clayton Christensen on innovation for over a decade, I can see that The Innovator's DNA continues to stretch our thinking with insights that challenge convention and enable progress in the important cause of innovation . . . so critical to competitiveness and growth. •

Jeffrey Dyer is the Horace Beesley Professor of Strategy at the Marriott School, Brigham Young University. He is widely published in strategy and business journals and was the fourth most cited management scholar in 1996-2006. Hal Gregersen is the Abu Dhabi Commercial Bank Chaired Professor of Innovation and Leadership at INSEAD. He delivers workshops to organizations around the world on innovation and has published over 50 articles in leading academic and business journals. Clayton M. Christensen is the Kim B. Clark Professor of Business Administration at Harvard Business School and the architect of and the world's foremost authority on disruptive innovation.

[Download to continue reading...](#)

The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators  
The Innovator's Prescription: A Disruptive Solution for Health Care Leadership: Management Skills, Social Skills, Communication Skills - All The Skills You'll Need (Conversation Skills, Effective Communication, Emotional ... Skills, Charisma Book 1)  
Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills)  
The Way: 14 Leadership Principles Behind the World's Most Disruptive Company  
Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials)  
Beautiful Outlaw: Experiencing the Playful, Disruptive, Extravagant Personality of Jesus  
Squishy Circuits (21st Century Skills Innovation Library: Makers As Innovators)  
Makey Makey (21st Century Skills Innovation Library: Makers as Innovators)  
First Robotics (21st Century Skills Innovation Library: Makers as Innovators)  
Littlebits (21st Century Skills Innovation Library: Makers as Innovators)  
Arduino (21st Century Skills

Innovation Library: Makers as Innovators) 3D Modeling (21st Century Skills Innovation Library: Makers as Innovators) Raspberry Pi (21st Century Skills Innovation Library: Makers as Innovators) Horse Health Care: A Step-By-Step Photographic Guide to Mastering Over 100 Horsekeeping Skills (Horsekeeping Skills Library) How to Be a Good Leader: The Ultimate Guide to Developing the Managerial Skills, Teamwork Skills, and Good Communication Skills of an Effective Leader Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery) Leadership: Become A Super Leader - Management, Management Skills, Communication & Coaching (Business Skills, Influence, Persuasion, Body Language, Leadership Skills, Emotional Intelligence) Breakthrough: How One Teen Innovator Is Changing the World Google Glass and Robotics Innovator Sebastian Thrun (Stem Trailblazer Bios)

[Dmca](#)