

Download Disrupting Thinking Why How We Read Matters

Four places to reframe. Executives can begin by systematically examining each core element of their business model, which typically comprises customer relationships, key activities, strategic resources, and the economic model's cost structures and revenue streams. The theory of disruptive innovation, introduced in these pages in 1995, has proved to be a powerful way of thinking about innovation-driven growth. If you set out to understand a building's lighting system but examined only the fixtures, switches, and outlets, never the wiring in the walls and basement, you might be pretty puzzled.² Expertise. One of the conventional criticisms of consultants is that they send generalists into companies to do an expert's job. Complex problems, the thinking goes, can only be solved by someone with relevant experience., Disrupting Thinking Why How We Read Matters.

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