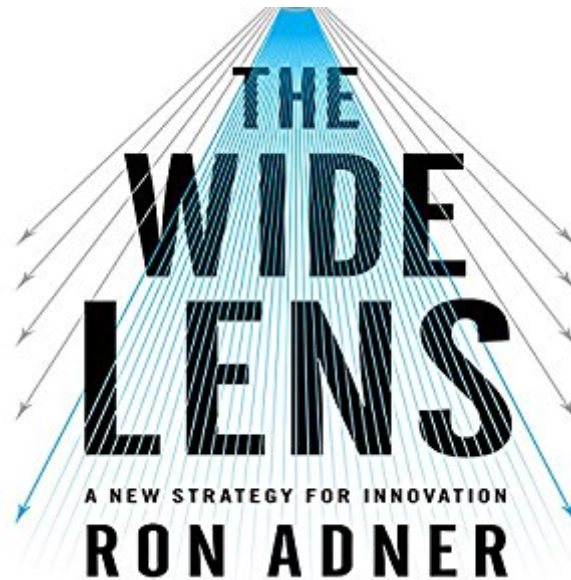


The book was found

# The Wide Lens: A New Strategy For Innovation



## Synopsis

How can great companies do everything right - identify real customer needs, deliver excellent innovations, beat their competitors to market - and still fail? The sad truth is that many companies fail because they focus too intensely on their own innovations, and then neglect the innovation ecosystems on which their success depends. In our increasingly interdependent world, winning requires more than just delivering on your own promises. It means ensuring that a host of partners - some visible, some hidden - deliver on their promises, too. In *The Wide Lens*, innovation expert Ron Adner draws on over a decade of research and field testing to take you on far ranging journeys from Kenya to California, from transport to telecommunications, to reveal the hidden structure of success in a world of interdependence. A riveting study that offers a new perspective on triumphs like 's e-book strategy and Apple's path to market dominance; monumental failures like Michelin with run-flat tires and Pfizer with inhalable insulin; and still unresolved issues like electric cars and electronic health records, *The Wide Lens* offers a powerful new set of frameworks and tools that will multiply your odds of innovation success. *The Wide Lens* will change the way you see, the way you think - and the way you win.

## Book Information

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## Customer Reviews

One of my pet peeves about 99% of current business "literature" is so much of it is trend following malarkey. I especially reject those sonambulant tomes such as "Chainsaw" Al Dunlap or Jack

Welch's 100 ways to manage earnings using GE Finance. But I digress. The Wide Lens by Ron Adner will be one of those handful of business books that people will be writing about 30 years from now. It's that high quality and the enduring value of the value chains and innovation risks discussed in the book I believe are unique, profound and long lasting. Generally if books are in print for 30 years, I find that they have higher value and they have withstood the test of time for their relevance. The language of the book is exceptionally well written in a conversational style but contains brilliant strategic analysis about the missing pieces in poorly executed innovations which cost some companies hundreds of millions if not billions of dollars of wealth. These decisions are strategy at the highest level of most corporations. Professor Adner's exceptional analysis of the innovation failure strategy is of great value to anyone leading a product development effort for a any mid to large sized company. It also demonstrates the remarkable network effects of the value chain companies like Google, Apple, , Nike and many others who leverage one capability on top of another to deliver superlative services and products at high margins. Who else but Steve Jobs could have assembled the iTunes distribution service with digital rights management and the creative content needed to drive adoption of the MP3 iPod universe, then leverage those same skills and capabilities to expand into the Smartphone mobile arena ?

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