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- Decide which ideas are worth pursuing
- Innovate through the front lines?not just from the top
- Adapt innovations from the developing world to wealthier markets
- Tweak new ventures along the way using discovery-driven planning
- Tailor your efforts to meet customers' most pressing needs
- Avoid classic pitfalls such as stifling innovation with rigid processes

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Editorial Reviews. About the Author. CLAYTON M. CHRISTIENSEN is an associate professor of NEW from the bestselling HBRs 10 Must Reads series. To innovate profitably, you need more than just creativity. Do you have what it takes? If you read nothing else on inspiring and executing innovation, read these 10 articles.

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