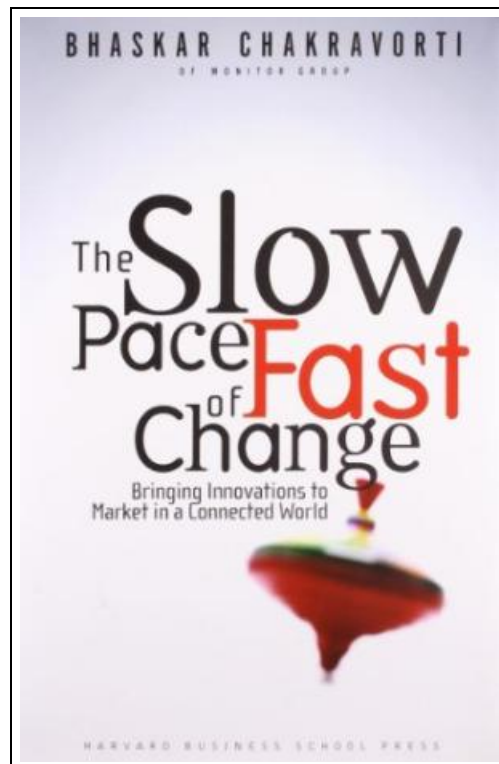


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SLOW PACE OF FAST CHANGE: BRINGING INNOVATIONS TO MARKET IN A CONNECTED WORLD (HARDBACK)



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Harvard Business Review Press, United States, 2003. Hardback. Condition: New. New. Language: English . Brand New Book. Innovation s encounter with the market results in a game of both high risk and high stakes. Often its outcome defies common sense: superior new products flop, unlikely ideas become runaway hits, and - despite rapid technological advances and intense interconnectedness - change happens at a snail s pace. What really happens during this encounter? How can you increase your own odds on this complex game board?In *The Slow Pace of Fast Change* , Bhaskar Chakravorti peels back the many factors that govern an innovation s penetration into interconnected markets - and offers a game plan for successfully steering innovations from the lab to the living room. Chakravorti explains the vagaries of market adoption by highlighting a paradox in the widely celebrated concept of network effects: while everyone loves a great idea, individuals will embrace it only if they believe others will too. In markets with strong interconnections among participants, this equilibrium slows adoption and protects the status quo - despite the innovation s clear superiority. To win, innovators must unravel this status quo equilibrium and replace it with one built around their own innovations. The key is to imagine a desired plausible endgame, and work backward to orchestrate the network of individual choices to create conditions that make this outcome happen.Drawing on Chakravorti s hands-on experience with many of the best-known innovating companies and insights gleaned from his expertise in the practical applications of game theory, this playbook offers go-to-market strategies for: qualifying endgames to guide current choices, selectively enabling influencers to propagate the innovation across the network, closing deals with influencers that are win-win, and judging the nature of uncertainty to decide how firmly to commit to the strategy. The Slow...



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