



Slow Pace of Fast Change: Bringing Innovations to Market in a Connected World (Hardback)

By Bhaskar Chakravorti

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...



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