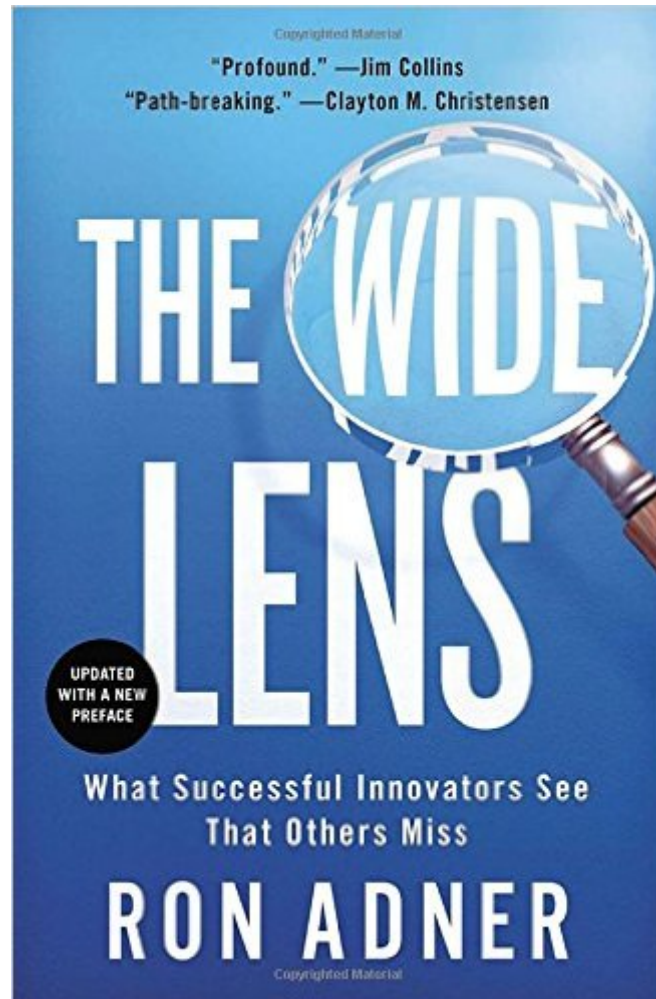


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# The Wide Lens: What Successful Innovators See That Others Miss



## Synopsis

How can great companies do everything rightâ€”identify real customer needs, deliver excellent innovations, beat their competitors to marketâ€”and still fail? The truth is that many companies fail because they focus too intensely on their own innovations, while neglecting the 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 partnersâ€”some visible, some hiddenâ€”deliver on their promises, too. Ron Adner draws on over a decade of research and field testing to reveal the hidden structure of success, from Michelinâ€™s failed run-flat tires to Appleâ€™s path to market dominance. The Wide Lens offers a powerful new set of frameworks and tools that will multiply your odds of innovation success.

## 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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