



# Mapping Innovation: A Playbook for Navigating a Disruptive Age

*Greg Satell*

Download now

Read Online ➔

# Mapping Innovation: A Playbook for Navigating a Disruptive Age

Greg Satell

## Mapping Innovation: A Playbook for Navigating a Disruptive Age Greg Satell Map the innovation space--and blaze a path to profits and growth

Countless books, articles, and other advice promise leaders solutions to the complex challenges they face. Some offer quick, silver-bullet remedies--a straight line to success!--and some are so technical that readers get lost before they begin.

Now, there's *Mapping Innovation*, a refreshing alternative in the crowded business innovation space. Engaging and informative without sacrificing substance and expertise, this groundbreaking guide provides thorough background on some of the greatest innovations of the past century as well as . It details the processes that advanced them from inception to world-changing products--and shows you how to replicate their success.

Business innovation expert Greg Satell helps you find your way by revealing the four models of innovation: Basic Research, Breakthrough Innovation, Sustaining Innovation, and Disruptive Innovation. One size does not fit all, so he provides a framework--the Innovation Matrix--for discovering which "type" of innovation process best suits the problem you need to solve. It's about asking the right questions, so that you can apply the right strategies to the problems you need to solve. In the end, you'll have a crystal clear model for disrupting the marketplace, scaling your efforts to propel your enterprise forward, and leverage digital platforms to your advantage.

*Mapping Innovation* offers a simple and accessible but powerful approach to developing a strategy that will put you light years ahead of the competition!.

## Mapping Innovation: A Playbook for Navigating a Disruptive Age Details

Date : Published May 23rd 2017 by McGraw-Hill Education

ISBN : 9781259862250

Author : Greg Satell

Format : Hardcover 240 pages

Genre : Business, Nonfiction, Science, Technology

 [Download Mapping Innovation: A Playbook for Navigating a Disrupt ...pdf](#)

 [Read Online Mapping Innovation: A Playbook for Navigating a Disru ...pdf](#)

**Download and Read Free Online Mapping Innovation: A Playbook for Navigating a Disruptive Age  
Greg Satell**



# **From Reader Review Mapping Innovation: A Playbook for Navigating a Disruptive Age for online ebook**

## **Marek says**

It's a definitely interesting book, comprehensive, with a lot of examples. However I will not give it 5 stars because it's quite high level, almost inspirational, not many actionable items. Another drawback, from a point of view someone who has read a few books in this area already, is how many times can you hear story of Google, Apple and others. There are many books out there build on similar if not the same stories.

---

## **Wally Bock says**

This is the best book I've read on innovation in business. Greg Satell does a first-rate job of covering basic ground about innovation and innovation myths. Then he does two things that add special value and make the book unique. The Innovation Matrix gives you a quick way to sort out what kind of situation you're facing, then the book describes tools and activities to use with different challenges. You'll read about familiar tools, where they fit, and how to use them to great effect. Satell wraps up Mapping Innovation with a reasoned and insightful sketch of how he thinks innovation will change in the years ahead.

Read my complete review at <http://www.threestarleadership.com/bo...>

---

## **Moshe Mikanovsky says**

You can read just the last chapter as it summarizes the entire book and gives the example highlights as well as the innovation map. Reading all previous chapters will give you deeper background and in depth examples, but there is a lot of repetition across the book.

---

## **Kathy Cowie says**

to be reviewed in the July-August issue of Global Business and Organizational Excellence.

---

## **Mina says**

Insightful, thought-provoking and brilliant guide. Enjoyable and a must-read!

"Big thoughts are fun to romanticize, but it's many small insights coming together that bring big ideas into the world." -Scott Berkun

"You've got to think about big things while you're doing small things, so that all the small things go in the right direction." -Alvin Toffler

"The message is simple: you need to disrupt to survive."

"Start-ups spend far too much time trying to develop products and not nearly enough to develop customers."

70/20/10 Rule

70%: Existing market currently served; Existing capabilities already deployed

20%: Existing market not served; Existing capabilities not yet deployed

10%: New market; New capabilities

Disruptive Innovation: "solutions looking for a problem."

"Today, collaboration is no longer an option, but an absolute necessity."

---

### **Alan Hanssen says**

Very educational, tonnes of examples that make it a playbook - Although, for a playbook, it is not as instructional. The examples are for understanding the differences between basic innovation, disruptive innovation, breakthrough innovation and sustaining innovation while addressing an opportunity.

It does invite you for a lot of reflexions but nothing compared with Clayton M. Christensen on his books or courses.

---

### **Sergio Masse says**

**The Good, the bad and the ugly about innovation.**

Great insights about the innovation path. Anyone interested with an entrepreneurial spirit should read this. Greg with his background has this amazing way to pinpoint pains and gains in each situation

---

### **Peter C Thomas says**

**Innovation as a process**

This is an excellent book for those of us that grew up on Professor Porter's work and are thinking about the implications of platform business models.

---

### **Skot Nelson says**

Plenty of food advice and insights here based on research and not just the opinion of some guy you work for. Most of this applies to semi-mature companies and not early stage startups, but the principles apply to all.

