



# The Wide Lens: A New Strategy for Innovation

*Ron Adner*

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## **The Wide Lens: A New Strategy for Innovation** Ron Adner

How can great companies do everything right - identify real customer needs, deliver excellent innovations, beat their competitors to market - and still fail?

The sad truth is that many companies fail because they focus too intensely on their own innovations, and then neglect the innovation 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 partners -some visible, some hidden- deliver on their promises, too.

In *The Wide Lens*, innovation expert Ron Adner draws on over a decade of research and field testing to take you on far ranging journeys from Kenya to California, from transport to telecommunications, to reveal the hidden structure of success in a world of interdependence.

A riveting study that offers a new perspective on triumphs like Amazon's e-book strategy and Apple's path to market dominance; monumental failures like Michelin with run-flat tires and Pfizer with inhalable insulin; and still unresolved issues like electric cars and electronic health records, *The Wide Lens* offers a powerful new set of frameworks and tools that will multiply your odds of innovation success.

*The Wide Lens* will change the way you see, the way you think - and the way you win.

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