**Video Title:** Disruptive Innovation Explained

**Video URL:** <https://www.youtube.com/watch?v=qDrMAzCHFUU>

**Running Time/Source:** 7:51, Harvard Business Review/YouTube

**Close Caption Available:** Yes

This video consists of an interview with Clay Christensen, Professor of Business, Harvard University about his theory of disruptive innovation. Christensen maintains that it is important to understand that disruptive innovation needs to be viewed as a process. He identifies disruptive innovation as the transformation of a product that was overly complicated and costly that is now simpler and less costly and is directed to a new, much larger market.

Questions:

1. What are the characteristics of disruptive innovation as indicated by Professor Christensen?

1. Andy Grove is the well-known CEO of what high profile technology company?

1. Which company does Professor Christensen believe is using disruptive innovation to attack Toyota?

1. Which type of company is better at implementing a disruptive innovation strategy--new companies or older ones? Why?

1. What two factors in Exhibit 9.4 are emphasized in disruptive innovation?