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Clayton M. Christensen in *The Innovator's Dilemma* argues a distinction between two types of technology change, each with different effects on the industry's leaders: technologies (either incremental or radical) that sustain the industry's rate of improvement in product performance, a typical prerogative of dominant firms, and on the other side, disruptive innovations which redefine performance trajectories and result in the failure of the industry's leading firms.

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Christensen was the best-selling author of ten books, including his seminal work The Innovator's Dilemma (1997), which received the Global Business Book Award for the best business book of the year. One of the main concepts depicted in this book is also his most disseminated and famous one: disruptive innovation. The concept has been growing in interest over time since 2004, according to Google Trends' data.

### **Clayton Christensen - Wikipedia**

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companies that proved resilient and offering managers tools for survival. "Disruption" is a business buzzword that has gotten out of control. Today everything and everyone seem to be characterized as disruptive—or, if they aren't disruptive yet, it's only a matter of time before they become so.

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