

**Read:** Christensen, Clayton. The Innovator's Dilemma Intro & Chapter 1

What I found most interesting about the reading was not necessarily the principles that one has to keep in mind, but rather the section on spotting disruptive threats and opportunities. This idea is one to consider the future of one's company and creating innovations that are disruptors. This reminds of a concept from a different class called blue oceans versus red oceans. Blue oceans are industries that are not currently in existence that don't have competition or boundaries. The important point to consider is that industries do not stay stagnate, but change; blue oceans will continue being created and the capacity is unlimited. An example specifically is that on a small percentage of investment for a launch, blue oceans' impact is twice that of red oceans, which are existing industries. It is necessary that we move towards creating blue oceans because technological advancement as allowed supply to exceed demand. The right strategy including value innovation, a focus on creating a leap in value instead of trying to beat competitors, is the key. While every strategy involves risk, there are principles that can direct the execution. I think that you could cross apply this strategy to "the innovator's dilemma". If one can identify a blue ocean industry, then one can create an innovation that solves an issue in that particular market gap.