## Contents

Preface	vii
Introduction	xiii
1. The Dynamics of Innovation in Industry	. 1
2. Dominant Designs and the Survival of Firms	23
3. Product Innovation as a Creative Force	57
4. Innovation and Industrial Evolution	79
5. Innovation in Nonassembled Products	103
6. Differences in Innovations for Assembled and Nonassembled Products	123
7. Invasion of a Stable Business by Radical Innovation	145
8. The Creative Power of Technology in Process Innovation	167
9. Innovation as a Game of Chutes and Ladders	189
10. Innovation and Corporate Renewal	215
Bibliography	233
Index	241