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misinterpreted.

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Clayton Magleby Christensen was an American academic and business consultant who developed the theory of "disruptive innovation", which has been called the most influential business idea of the early 21st century. Christensen introduced "disruption" in his 1997 book *The Innovator's Dilemma*, and it led *The Economist* to term him "the most influential management thinker of his time." He served as the Kim B. Clark Professor of

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Business Administration at the Harvard Business School, and was also a le

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