



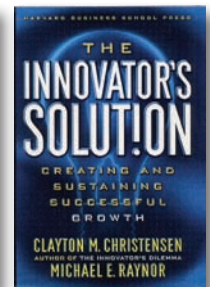
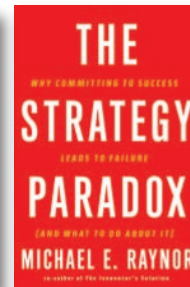
The opposite of success is not failure, it is mediocrity.

Michael Raynor

□ *Most innovators try to stay one step ahead of the game. Michael's another step ahead of them.* □

Internationally recognized thought leader with significant new breakthroughs in business strategy. Valuable, practical tools for growing your business. Important new conceptual frameworks for understanding innovation and uncertainty. The key to gaining advantage in a recession.

Author, The Innovator's Manifesto, The Strategy Paradox; coauthor, The Innovator's Solution.



NEW

Ahead of the Curve

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Highlights

If you're like most business people, your shelves are probably bursting with bright, glossy books, each one promising that success and riches are just a heart-beat away if you'll only follow its "game-changing" advice. You've been to umpteen conferences and heard umpteen gurus declaim on their "secrets of success". You know these strategists can't all be right; but you don't know how to tell whom you can trust. One piece of trendy contrarian wisdom is as good as another, isn't it?

Maybe it's time you heard a talk by Michael Raynor. His speciality is seeing past fashionable advice to the real complexities of innovation. Call it a move from 2-D to 3-D: while other innovators are still digesting the latest 'hot' advice, Michael's already formulating a more sophisticated analysis, taking a deeper look at better data, and actually seeing the whole nuanced picture. What's more, with his new book *The Innovator's Manifesto*, he can bring you the only theory of success and failure validated by scientific experimentation. Curious yet? Keep reading.

"This will truly be a landmark work."
— Clayton Christensen

The Innovator's Manifesto: Deliberate Disruption for Transformational Growth is rich with the most up-to-date conclusions in the business, fresh from research Michael conducted in collaboration with Intel Corporation. At last, we can move past the hunches and educated guesses: studies at the Harvard Business School, MIT, and the Ivey School of Business have all shown that the Disruption theory Michael helped pioneer can not only explain but actually predict which ventures will succeed and which will fail. And unlike most hand-wavy theories of innovation, this one is not the exclusive purview of specialists: MBA students at all of the above institutions saw their

predictive power increase after as little as a one-hour lecture from Michael!

Perhaps that's not surprising, given Michael's impressive combination of corporate, academic and literary credentials. He is the Deloitte Research Distinguished Fellow, and a key figure in Deloitte's global Strategy & Operations practice. He is also an Adjunct Professor at the Ivey School of Business in Canada. As the author of *The Strategy Paradox* (*Businessweek's* Best Book of the Year) and co-author of the best-selling *The Innovator's Solution*, with a McKinsey award-winning article in the *Harvard Business Review*, Michael is an influential thinker with a proven track record of top-notch insight.

Michael's previous book, *The Strategy Paradox*, is a superb example of the whole-picture thinking he can share with you. When it came out in 2007, the common wisdom in the strategy community was that strong vision and a defined niche were the keys to successful start-ups. But when Michael looked at the data, he realized that precisely those characteristics led overwhelmingly to failure: in other words, vision was a high-risk strategy, not a sure bet. That is the paradox. Here is his elegant solution: in an uncertain world, clinging to certainties is a dangerous game. Only a company that bets on uncertainty — that tempers its focus with a readiness to change — can be guaranteed higher returns and lower risk. Betting on uncertainty. That's the kind of outside-the-box thinking Michael specializes in, and it's what you'll learn each time you hear him speak.

When you do, you'll find Michael is a well-spoken, focused speaker who can make even the most in-depth analyses compelling and who never forgets the power of humor. We're confident you'll leave his talk with a more sophisticated understanding of innovation than anyone else can offer — because with Michael Raynor, you always get the full picture.



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