



## Innovación disruptiva y los productos de tecnología que perjudican la industria [

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Analítica

All organizations strive to gain a competitive advantage over its rivals. This motivates them to innovate faster than the pace needs of its customers. This usually makes organizations produce too complicated for most customers in the market. In search of a "sustainable innovation" it is what has historically driven the success of some of the most successful companies in the world today. However, this unconscious strategy leads to the development of "disruptive innovation". Disruptive Innovation refers to innovations that allow a certain market segment marginalized access to products that otherwise would not have it. Some of the characteristics of disruptive innovations during its early stages include small target markets and low gross profit. Since these products have high margins, companies that want to grow in the market are unattractive products. This creates opportunities for the development of new disruptive competitors who are at the bottom of the market. However, it is vital to note that advances that lead to changes in competitive patterns of a certain industry need not involve disruptive innovation. This is because innovations require the use of different strategic approaches. In essence, the lessons we learn to a successful organization as a disruptive innovation are not applicable to all companies in a dynamic market. If an organization is neglected, it reduces their chances of success. You may even find yourself out of business. This work focuses on various aspects of disruptive innovation that would improve the understanding of the concept. These aspects include the principles of disruptive innovation and the work of the conceptual framework of innovation

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## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)