

**THE INNOVATOR'S DILEMMA:  
WHEN NEW TECHNOLOGIES  
CAUSE GREAT FIRMS TO FAIL**  
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*Interactive Worksheet*

## **INTERACTIVE SHEET FOR NOTES**

*Reading alone won't help you understand the actionable notes. You need to engage with the content. Answer the question below (just type inside the boxes) to outline your future steps:*

1. What new markets you can enter based on your RPV?
2. You just created something? Think about how it can fail:
3. Compare to others based on functions, reliability, convenience, and price:
4. List disruptive technologies emerging today:
5. How can you take advantage of the above-listed?

*Don't forget to save your changes.*