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   Sommario/riassunto When companies fail, several reasons (some more likely than others)
                       can be turned to in order to explain why. Managers look for these
                       typically interrelated networks of reasons in attempts to secure
                       themselves and future companies from the same failure happening
                       again. This necessitates knowledge, which, based on past experience,
                       provides forecasts and is operational at an early stage. One reason
                       behind company failures has been termed The Innovator's Dilemma by
                       Clayton M. Christensen. Christensen's influential book of the same title
                       and subject has founded a direction within innovation management
                       that, through recent years, is gaining increasing amounts of attention.
                       Lundgaard and Rosenstand advocate that in operationalising theory of
                       disruptive innovation, a common understanding of its most obvious
                       limits and potentials must be achieved. This entails a review and
                       reflections on what the theory initially was, how it has developed, and
                       what is has become. Furthermore, this stance entails a look into the
                       broader context of the theory so as to not diminish its value through
                       simplification. These two aspects are the core of the book. The
                       authors' literature investigation draws upon a deep selection of
                       literature specifically concerning disruptive innovation so as to provide

researchers, students, and managers with an overview of the specific area. Further reading into organizational design, culture, and management is encouraged in order to fully understand the complex reality of disruptive innovation for organizations.