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Fast Second How Smart Companies

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Fast Second draws from a rich body of academic research on radical innovation and cites illustrative examples of successful fast-second firms such as Microsoft, Proctor & Gamble, Amazon, Canon, JVC, Heinz, and many others to propose a radical new innovation model for companies that aspire to create radically new markets.

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Fast-second movers are often established firms whose business is threatened by the new technology. It is not in their interest for the new technology to become established, but once it seems likely...

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