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Big bang disruption happens in large part because experimentation has become both low-cost and low-risk, increasingly by using a wide range of new, often off-the-shelf component technologies. But it typically takes many failed attempts before the right combination is found and proven to be cost-effective.

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Big Bang Disruption

Big-bang disruption is the innovator's disaster. And it will be keeping executives in every industry in a cold sweat for a long time to come.

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