

Disruptive/destructive innovation?

Critique of 'disruptive' innovation
Change, Speed and the New

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Disruptive vs. additive technology

A false dichotomy

Either self-evident or very difficult, not either or

- **Substitution** 'threat'

*Market boundary;
after the event; sw
routes)?*

Market tactics: ove

*magnitude observed
, extent, false*

- **History of technolo**

*Substitution not cl
complementary, 'r*

incremental,



Fraught with uncertainty, side effects

Problem set up so that proposed concept offers solution

The world is rapidly changing, unless you invest in X your organisation will die!

Fetish of Change

Novelty, innovation, constant, survival, progress, modern

But: unidirectional, unquestioned

Fixation with Speed

Ever-increasing, unprecedented, immutable law

But: only intensification along pre-existing trajectory

Cult of the New

Incrementalism the enemy

But: parading as substantive/radical

The 'old' new still here – 1850/1950 vs. 1950/2000

Enhancements, derivatives, re-representations

Exponential growth not endless, risks

Sailing ships and steam ships



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