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~~by Clayton Christensen VIDEO BOOK SUMMARY~~

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~~Specifically, "Corporate Innovation in the Fifth Era" provides four main ways of working innovation into a business structure: Emphasizing top-down leadership, integrating innovation into business practices, encouraging a spirit of innovation on all levels of the company, and being open to external innovations as a way to continue to be relevant~~

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in this Fifth Era.

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They have created a new approach to corporate innovation. In *Corporate Innovation in the Fifth Era*, Silicon Valley insiders Matthew C. Le Merle and Alison Davis share the lessons they have learned from two decades of interaction with Alphabet/Google, Amazon, Apple, Facebook and Microsoft, as well as other leading companies. The best-selling authors describe this new approach so every company can be ready as we enter the Fifth Era.

Corporate Innovation in the Fifth Era – FIFTH ERA

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