



## Stanford eCorner

### Innovation Crisis at Established Enterprises

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Video URL: <http://ecorner.stanford.edu/videos/1318/Innovation-Crisis-at-Established-Enterprises>

Geoffrey Moore, best selling author and a Managing Director at TCG Advisors, talks about how inertia overrides innovation in established enterprises.



#### Transcript

Virtually every established enterprise, sooner or later, has a sort of innovation crisis around. We don't innovate around here anymore, we're being run by inertia. And if you listen to that, after awhile you think, you know what, we're not thinking about this problem very well. And so we begin to sort of try to do as therapist think, how could we get to a better way of thinking about this? Because when you see a large number of very well intention, very well funded, very intelligent organization continue to stumble at roughly the same place, that usually means there's something structural going on.