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58 Building Breakthrough Businesses Within Established Organizations
Vijay Govindarajan and Chris Trimble
Established companies notoriously find it difficult to capitalize on groundbreaking innovations. The new business invariably seems to face roadblocks, especially from the core company. Here's a way to get past these barriers and pave the way toward success.

72 Your Company's Secret Change Agents
Richard Tanner Pascale and Jerry Sternin
Most companies implement change initiatives through top-down rollouts of cookie-cutter solutions. But there is a better way. Within your organization, groups of innovators are already solving your most daunting problems. It's time to find them and put their ideas to work.

86 Break Free from the Product Life Cycle
Youngme Moon
When marketers reflexively embrace the old life-cycle paradigm, they needlessly consign their products to following the curve into maturity and decline. By repackaging their products in unexpected ways, companies can shift mature offerings back—and catapult new products forward—into the growth phase.

96 How Business Schools Lost Their Way
Warren G. Bennis and James O'Toole
Business schools are on the wrong track. They are so focused on scientific rigor that they hire and promote research-oriented professors who are more comfortable teaching methodology than messy, multidisciplinary issues—the very stuff of management. To regain relevance, B schools must rediscovers the practice of business.

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