Asking for bad ideas

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Asking for “bad” ideas

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New top issue in list

Notes - Todd gets participant info collected so far

Starts typing

Email

Ask for help to get rest of info

AI automatically adds new comments. Adds Q1 to A

Joe interacts through mobile chat

Quote sent to link to verify (or new $)
Take a sudden, destructive unpredictable action; incorporate.
What is a bad idea?
The Dominant Logic: a New Linkage Between Diversity and Performance

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Summary
Current research offers alternative explanations to the 'linkage' between the pattern of diversification and performance. At least four streams of research can be identified. None of these can be considered to be a reliable, predictive theory of successful diversification. They are, at best, partial explanations. The purpose of this paper is to propose an additional 'linkage', conceptual at this stage, that might help our understanding of the crucial connection between diversity and performance. The conceptual argument is intended as a 'supplement' to the current lines of research, rather than as an alternative explanation.

For the past 35 years product-market diversification of large firms has continued at a rapid pace. Today, over two-thirds of the firms in the U.S.A. Fortune 500 are highly diversified and similar patterns of diversification exist in Western Europe and Japan (Rumelt, 1974; Pavan, 1972; Thanheiser, 1972; Pooley, 1972; Channon, 1973; Suzuki, 1980). As a consequence, interest in the relationship between corporate diversification and financial performance has grown among practitioners, academics, and public policy-makers.

Accompanying this interest has been a spate of research on the patterns of diversification and the determinants of performance in diversified firms by the academic community. Concurrently, consulting firms have been actively promoting a variety of approaches for all of this.
ON BEING CERTAIN

Believing You Are Right Even When You're Not

ROBERT A. BURTON, M.D.
Bad ideas are something you didn’t consider
Bad ideas help find the edges of your assumptions
Have more bad ideas!

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