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# Rise of China and India: Opportunities and Challenges to Innovators

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## EXECUTIVE SUMMARY

*This article analyses the Chinese and Indian markets' contributions from the frameworks of innovation. The business environments and the principles of innovation point out that innovation in these markets are likely to be destructive in nature. The fact that destructive innovations have power to disrupt the industry structure and change the market leadership positions enhances the importance of these markets.*

Keywords: Innovation, Destructive innovation, Business process