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A sought-after expert on innovation, metrics, and network effects, he is the author of Who Do You Want Your Customers to Become?, The Innovator's Hypothesis: How Cheap Experiments Are Worth More than Good Ideas (MIT Press), and other books.

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Michael Schrage is a Research Fellow at the MIT Sloan School of Management's Initiative on the Digital Economy. A sought-after expert on innovation, design, and network effects, he is the author of Serious Play: How the World's Best Companies Simulate to Innovate, The Innovator's Hypothesis: How Cheap Experiments Are Worth More than Good Ideas (MIT Press), and other books.

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