Lead and Disrupt

Are you Future Ready? McKinsey, the global consulting firm, estimates that between the present and 2030, 75 to 375 million workers need to switch jobs that will require new skills and new education just due to automation and tech disruption: “In terms of magnitude, it's akin to coping with the large-scale shift from agricultural work to manufacturing that occurred in the early 20th century in North America and Europe, and more recently in China. But in terms of who must find new jobs, we are moving into uncharted territory. Those earlier workforce transformations took place over many decades, allowing older workers to retire and new entrants to the workforce to transition to the growing industries. But the speed of change today is potentially faster. The task confronting every economy, particularly advanced economies, will likely be to retrain and redeploy tens of millions of midcareer, middle-age workers.” In this book, we explore the Future of Work and how it's going to affect all of us in critical ways. We look at Disruption Rules through the lens of paradigm shifts, disruptive forces, and VUCA (Volatility, Uncertainty, Complexity, Ambiguity). We look at what causes these changes, why it matters to you the reader, how it impacts you, and most importantly, what you can learn and do as a result of these disruptions. The main title of this book is Working It. As the title implies, Working It can be what you do to earn a living or what you do to have fun or how you live your life. In other words, Working It is all the stuff you do that have meaning and value for you. So when you go through this book, you’ll notice that many of the stories go beyond what you do at the place that provides you income. We focus on the meaning and things that are important to your Working It - Disruption Rules. When there’s a disruption, most of us find a job or career book to find answers and encouragement. Most old-school job books provide life, career, or job road maps. Follow these steps and you’ll get to where you want to be. If you believe these principles and follow these practices, you’ll find a satisfying job and enjoy a substantial salary with guaranteed yearly increases. In this book, we want to get real, provide insights, and tell it like it is! The Future of Work impacts people on a daily basis since it deals with our human needs, wants, and expectations. The Future of Work is now! So, we’d say that the Future of Work is important and relevant to the vast majority of people worldwide.
The Road to Reinvention

Can blockchain solve your biggest business problem? While the world is transfixed by bitcoin mania, your competitors are tuning out the noise and making strategic bets on blockchain. Your rivals are effortlessly tracking every last link in their supply chains. They're making bureaucratic paper trails obsolete while keeping their customers' data safer and discovering new ways to use this next foundational technology to sustain their competitive advantage. What should you be doing with blockchain now to ensure that your business is poised for success? "Blockchain: The Insights You Need from Harvard Business Review" brings you today's most essential thinking on blockchain, explains how to get the right initiatives started at your company, and prepares you to seize the opportunity of the coming blockchain wave. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.

The Innovator's DNA

We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises—no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they're passionate about influence their decision making and their spending. The workforce has changed too. Employees expect to be able to determine when and how they will work, the technology they'll use, and the values their company will espouse. Organizations can take part in this conversation only if they recognize how and where it’s happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change—how they can keep their promises. Current trends, when taken seriously, require a new way of thinking about business that includes five key areas: 1. Consumerization of technology and the new C-suite 2. Data’s influence in driving decisions 3. Digital marketing transformation 4. The future of work 5. Matrix commerce Digital disruption has changed how we do our work. But by mastering these trends you’ll delight your customers with every interaction.

Troublemakers

Transform your business idea into a high potential venture Big, bright and brilliant, Gear Up is an engaging and practical workbook for anyone looking to pursue a fresh business opportunity or grow an existing one. Developed at Harvard Business School and
Stanford University, it’s a bootcamp with clear, easy-to-follow steps to test your business idea, assess its potential and make it work! Based on a revolutionary 9-component framework, Gear Up offers entrepreneurs, intrapreneurs, innovative executives and business students a toolkit to bring their ideas to life and transform them into high potential ventures. Gear Up offers a useable business tool for assessing the needs of a business idea and helps you create a plan of action to promote business success. By working through the chapters of the book, you get to create a winning strategy based on recommendations tried and tested by executives around the world. Gear Up offers: - A step by step guide to help you build a foundation for your business opportunity - Solid business framework formulated from entrepreneurs, academics and real life experience - A highly practical workbook with visual, full-colour design and compelling layout Gear Up also comes with educators' support materials available at gearupventures.com PowerPoint presentations with teaching notes Online course materials Course Schedule Evaluation Forms Certificate for students who complete the course Coming soon! - An innovative, interactive digital toolkit Gear Up Virtual Toolkit (powered by You Noodle): A digital platform where participants can present their enterprise idea, work through the framework, answering questions and get real-time feedback from their facilitator/educator. The tool will even generate a ready-made PowerPoint presentation at the end of the process! Gear Up Mobile App (powered by We Chat): This app allows students to answer questions from their lecturers or vote in real-time from their phones within the classroom. The app promotes student engagement and class participation.

**Disrupt You!**

Worried your company won't survive in the fast-changing, high-tech world? Discover innovative strategies to future-proof your profits. Do you worry young, cutting-edge companies will push you out of the market? Do you wish your organization was the one doing the disrupting? Are you struggling to keep up with the breakneck speed of modern business? Travelocity founder, CIO of the multi-billion-dollar SABRE company, founding chairman of Kayak.com, and VP of American Airlines, Terry Jones has battled the frontlines of business disruption. And now he's here to share his hard-won wisdom and insider tips to give you an edge in an increasingly volatile market. In today's aggressive, hyper-connected economy, a growing number of startups are transforming the way we do business. Disruption OFF is your all-in-one playbook for understanding the latest technological breakthroughs and industry innovations shaping your future. Drawing from a wealth of expert knowledge and his own in-depth experience, Jones provides you with the tools and techniques you need to enter a new age of prosperity. In Disruption OFF you'll discover: - A thorough examination of the ten technologies and five industry models that will revolutionize tomorrow's world- Easy to understand strategies for making quicker and better decisions so you stay competitive- Where and when you should take risks to optimize your company's profit potential- How to build an effective, proactive team prepared for anything the market throws at them- Personal anecdotes, quotes from experts, chapter review questions, and much, much more! Disruption OFF is your no-nonsense guide for thriving in an ever-changing business landscape. If you like real-world applications, bite-sized advice, and simple strategies, then you'll love Terry Jones' essential resource. Buy Disruption OFF to crush the competition today!

**Disrupt!**

Only 4% of women are CEOs and women make up only 18% of board seats around the globe. But if all the research shows that the
odds are stacked against women, what can we learn from the women who managed to reach the pinnacle of success despite the
obstacles of systemic bias in corporate America? Disrupters: Success Strategies from Women Who Break the Mold explores what has
enabled some women to not just break the glass ceiling but to shatter it against all odds. Dr. Patti Fletcher includes in her book first-
person in-depth interviews with dozens of trailblazing women executives and board members. This exciting and uplifting book
demystifies what it takes to go where so few have gone before by: Exploring the mindsets that help or hinder success against all
odds Discovering the right time to begin the journey to a role that feels too big and too hard to obtain Learning the secrets to
success that separate those who succeed from those who do not Building a personal board of directors to help you catapult yourself
to the boardroom Case studies and interviews will include women of diverse races, ages, backgrounds, and industries -- all sharing
what it means to achieve their own version of success

Digital Vortex

"This book is about focus - it's about seeing that within these new strategies, technologies and frameworks fighting for our
attention, lay the tried and true tenants of good business - because innovation is nothing but a bright and shiny new toy, unless it
actually works. UnBranding is here to remind you that you can’t fix rude staff, mediocre products and a poor brand reputation with a
fancy new app. We are going to learn from 100 branding stories that will challenge your assumptions about business today and teach
valuable, actionable lessons. It's not about going backwards, it's about moving forward with purpose, getting back to the core of
good branding while continuing to innovate and improve without leaving your values behind"--

No Ordinary Disruption

A radical educator's paradigm-shifting inquiry into the accepted, normal demands of school, as illuminated by moving portraits of
four young “problem children” In this dazzling debut, Carla Shalaby, a former elementary school teacher, explores the everyday lives
of four young “troublemakers,” challenging the ways we identify and understand so-called problem children. Time and again, we
make seemingly endless efforts to moderate, punish, and even medicate our children, when we should instead be concerned with
transforming the very nature of our institutions, systems, and structures, large and small. Through delicately crafted portraits of
these memorable children—Zora, Lucas, Sean, and Marcus—Troublemakers allows us to see school through the eyes of those who
know firsthand what it means to be labeled a problem. From Zora’s proud individuality to Marcus’s open willfulness, from Sean’s
struggle with authority to Lucas’s tenacious imagination, comes profound insight—for educators and parents alike—into how schools
engender, exclude, and then try to erase trouble, right along with the young people accused of making it. And although the harsh
disciplining of adolescent behavior has been called out as part of a school-to-prison pipeline, the children we meet in these pages
demonstrate how a child’s path to excessive punishment and exclusion in fact begins at a much younger age. Shalaby's empathetic,
discerning, and elegant prose gives us a deeply textured look at what noncompliance signals about the environments we require
students to adapt to in our schools. Both urgent and timely, this paradigm-shifting book challenges our typical expectations for
young children and with principled affection reveals how these demands—despite good intentions—work to undermine the pursuit of
a free and just society.
The Innovator's Dilemma

Digital disruption: seemingly out of nowhere, startups and other tech-savvy disruptors attack. In Digital Vortex, you will learn how to use the business models and strategies of startups to your own advantage. Most importantly, you will learn how to build the agility to anticipate threats, sense opportunities, and seize them before your rivals do.

Zero to One

Discover eight dynamic principles to help innovation flourish from within. The shelf life of well-established companies keeps shrinking as new entrants replace old ones in rapid succession. Even brands that seemed invincible only a few years ago are in danger of being disrupted by fast-moving startups. In this unprecedented environment, how can any business stay ahead of the market? Companies can no longer assume innovation will “just happen”—it must be seeded, grown, and successfully harvested. They must disrupt themselves. In Disrupt-It-Yourself, bestselling author and innovation expert Simone Ahuja guides readers through the DIY (Disrupt-It-Yourself) system that will sustain innovation and retain DIYers, the employees—or intrapreneurs—most committed to solving the problems of the future, even if it means moving far beyond “business as usual.” Based on her experience working with Fortune 500 companies and extensive research, Ahuja identifies the intrapreneurial archetype and presents eight new principles to foster a DIY mindset and action plan. In a clear, concise style with expert advice and real-world examples, this book provides a new lens to help companies become faster and more fluid, offers easy options to tailor the system to each company's unique circumstances, and presents strategic lessons—from Keep It Frugal to Make It Permission-less—that open up the full spectrum of innovation and make it sustainable. Using the DIY approach, organizations can build their ability to innovate and create an approach for growth that harnesses the creativity and knowledge of employees at every level.

The Innovation Mentality

Digital Darwinism takes a closer look at disruptive thinking to inspire those who want to be the best at digital transformation. Change across business is accelerating, but the lifespan of companies is decreasing as leaders face a growing abundance of decisions to make, data to process and technology that threatens even the most established business models. These forces could destroy your company or, with the right strategy in place, help you transform it into a market leader. Digital Darwinism lends a guiding hand through the turbulence, offering practical strategies while sounding a call to action that lights a fire underneath complacency to inspire creative change. Digital Darwinism shines a light on the future by exploring technology, society and lessons from the past so you can understand how to adapt, what to embrace and what to ignore. Tom Goodwin proves that assumptions the business world has previously made about "digital" are wrong: incremental change isn't good enough, adding technology at the edges won't work and digital isn't a thing - it's everything. If you want your organization to succeed in the post-digital age, you need to be enlightened by Digital Darwinism.

The Ways to New
From the co-founder of THINX and hellotushy.com, start-ups collectively valued at more than $150 million, comes DISRUPT-HER, a rallying cry for women to radically question the status quo. Miki Agrawal has faced patriarchal pushback, fought girl-on-girl hate, ridden the roller coaster of building businesses as a female CEO, and even overcome an attempt to burn her for witchcraft (figuratively). In order to navigate the complicated--at times maddening--struggles of contemporary femininity, we need an unabashed manifesto for the modern woman that inspires us to move past outrage and take positive steps on the personal, professional, and societal levels. This manifesto galvanizes us to action in 13 major areas of our lives with as much fire power as possible. These are the credos we live by, the advice we give to friends, the tenets we instill in our companies and peers on a daily basis. Stories of badass female movers and shakers are shared in this book too to give you an extra jolt of "I've got this." It's a whole body F*CK YES to your work, your love, your relationships, and your mission--while doing it all authentically, unapologetically, and with full integrity.

Pivot, Disrupt, Transform

In the past few years, a number of well-known firms have failed; think of Blockbuster, Kodak, or RadioShack. When we read about their demise, it often seems inevitable—a natural part of "creative destruction." But closer examination reveals a disturbing truth: Companies large and small are shuttering more quickly than ever. What does it take to buck this trend? The simple answer is: ambidexterity. Firms must remain competitive in their core markets, while also winning in new domains. Innovation guru Clayton M. Christensen has been pessimistic about whether established companies can prevail in the face of disruption, but Charles A. O'Reilly III and Michael L. Tushman know they can! The authors explain how shrewd organizations have used an ambidextrous approach to solve their own innovator's dilemma. They contrast these luminaries with companies which—often trapped by their own successes—have been unable to adapt and grow. Drawing on a vast research program and over a decade of helping companies to innovate, the authors present a set of practices to guide firms as they adopt ambidexterity. Top-down and bottom-up leaders are key to this process—a fact too often overlooked in the heated debate about innovation. But not in this case. Readers will come away with a new understanding of how to improve their existing businesses through efficiency, control, and incremental change, while also seizing new markets where flexibility, autonomy, and experimentation rule the day.

Disruption by Design

Clay Christensen's groundbreaking bestselling work in education now updated and expanded, including a new chapter on Christensen's seminal "Jobs to Be Done" theory applied to education. "Provocatively titled, Disrupting Class is just what America's K-12 education system needs--a well thought-through proposal for using technology to better serve students and bring our schools into the 21st Century. Unlike so many education 'reforms,' this is not small-bore stuff. For that reason alone, it's likely to be resisted by defenders of the status quo, even though it's necessary and right for our kids. We owe it to them to make sure this book isn't merely a terrific read; it must become a blueprint for educational transformation." —Joel Klein, Chancellor of the New York City Department of Education "A brilliant teacher, Christensen brings clarity to a muddled and chaotic world of education." —Jim Collins, bestselling author of Good to Great "Just as iTunes revolutionized the music industry, technology has the potential to transform
education in America so that every one of the nation's 50 million students receives a high quality education. Disrupting Class is a must-read, as it shows us how we can blaze that trail toward transformation.” —Jeb Bush, former Governor of Florida Accor...
Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In Disrupt Yourself, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business, a high-potential individual charting your career trajectory, a manager looking to instill innovative thinking amongst your team, a leader facing industry changes that make for an uncertain future. We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

UnBranding

High-growth organizations need high-growth individuals. Startups, growth-stage companies, and private equity-backed companies all have one thing in common: They need high-growth individuals to execute high-growth plans. As a leader trying to achieve ambitious organizational goals, you need people who can do more than just keep up; you need people who can set the pace. You need high-growth individuals. Disrupt Yourself helps high-growth individuals--and those trying to attain this status--learn the tools and frameworks necessary to make changes that matter. This book helps you understand how these frameworks of disruptive innovation can apply to your particular path, whether you are: A self-starter ready to make a disruptive pivot in your business, A high-potential individual charting your career trajectory, A manager looking to instill innovative thinking within your team, A leader facing industry changes that make for an uncertain future. Whitney Johnson used the theory of disruptive innovation to invest in publicly traded stocks and early-stage private companies, and now she applies the framework to the personal and professional growth of individuals. We are living in an era of accelerating disruption, and no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways and achieve your wildest goals, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

破壞性創新！100個創意商業模式

This volume contains fourteen articles split across four parts, exploring the debate around the topics of fintech, AI, blockchain, and cryptocurrency. Featuring a cast of global contributors, this is an unmissable volume exploring the most current research on digital innovation in the financial and business worlds.

Disrupt Yourself, With a New Introduction

Meet the social entrepreneurs who are using business to disrupt the status quo and rebuild their communities. Our communities are facing the fallout from the demise of vital industry, bankrupt economies, bad policy or policing, and political mismanagement. People are looking for answers, and the "same old" simply won't do. In the Business of Change is a practical and inspirational guide that showcases how social entrepreneurs from places such as New York, Chicago, Los Angeles, San Francisco, and Vancouver, who are weary of waste, injustice, and government inaction, are using business savvy to tackle challenges in their communities. Part
In the Business of Change

Companies and their leaders need a new strategy for success, because without that strategy, change is merely substitution not evolution. Simply put, business today is becoming less about the business defining the individual and more about the individual defining the business. That’s how people feel they are making contributions and connect to leaders and their companies - as individuals who create shared cultures that drive change and foster growth. You must be accountable to this as a leader - you need to have the wisdom and the courage to turn the spotlight of accountability on yourself as a leader. Problem is, most of us have no idea how to do this. Instead, leaders continue to manage by the templates of old and cannot evolve to become the leaders America needs, because those templates stripped them of their identities and left them insecure about who they are and how to face change. To change the conversation and get beyond words, beyond diversity, we need diversity of thought to stimulate new growth, attract new talent, and generate new marketplace opportunities. That's where Glenn Llopis comes in. Featuring six ways to disrupt the status quo and reinvent the way we work, The Innovation Mentality gives leaders in both entrepreneurial and corporate arenas the tools they need to get the most out of their colleagues and employees to harness the power of positive change for the long term.

The Disruptor's Agenda

Disrupt Yourself

In today's volatile business landscape, adaptability and creativity are more crucial than ever. It is no longer possible-or even desirable-to learn one set of job skills and to work your way up the ladder. At the same time, entrepreneurs with great ideas for new products or technologies that could change the world often struggle to capture the attention of venture capital firms and incubators; finding the funding necessary to launch a start-up can feel impossible. The business leaders of our future must anticipate change to create their own opportunities for personal satisfaction and professional success. In Disrupt You!, Jay Samit, a digital media expert who has launched, grown, and sold start-ups and Fortune 500 companies alike, describes the unique method he has used to invent new markets and expand established businesses. Samit has been at the helm of businesses in the ecommerce, digital video, social media, mobile communications, and software industries, helping to navigate them through turbulent economic times and guide them through necessary transformation so that they stay ahead of the curve. In Disrupt You!, he reveals how specific strategies that help companies flourish can be applied at an individual level to help anyone can achieve success and lasting prosperity-without needing to raise funds from outside investors. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses-including Richard Branson, Steve Jobs, Elon Musk, YouTube, Cirque du Soleil, Odor Eaters, Iams, Silly Putty, and
many more—Samit shows how personal transformation can reap entrepreneurial and professional rewards. Disrupt You! offers clear and empowering advice for anyone looking to break through; for anyone with a big idea but with no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

Disrupt-Her

Winning in An Age of Relentless Change and Disruption Today, we face a bewildering array of changes coming from many directions—globalization, government policy, market disorganization, technology, business trends, demographics, social distortion, and environmental uncertainty. These mega forces are disrupting how organizations do business and often determine whether they succeed or fail. Boom! Deciphering Innovation: How Disruption Drives Companies to Transform or Die is a 30,000-foot guide for leaders who need to make sense of the disruptive landscape, the nature of innovation, and the role of leadership in reinventing the future. The lessons are useful whether you are a leader in a big or small company, nonprofit or government organization. The book is designed to be a quick, fun read. The authors use lively, conversational language, pictures, and short case studies to tell the story of what happened, winners and losers, innovation and transformation. They also provide advice on the first steps in making a company future-ready. About the Authors Lisa Hendrickson is an award-winning serial entrepreneur, innovative strategist, thought leader and purposeful disruptor. An Inc. 500 and TEDx Speaker, she is known for her simple elegant solutions that address complex business problems. She is the founder of Spark City, a "Thinking Partner" consultancy that helps companies trail blaze new products, services and business models. For over 25 years, Jim Colwick has worked with executive teams in Fortune 500, mid-size and entrepreneurial corporations and government to reshape their futures. Jim has also held senior leadership positions in innovative, high-growth, technology consultancies focused on business strategy, technology optimization, customer experience and business transformation. Jim specializes in strategy, innovation, people and change.

The Phoenix Encounter Method: Lead Like Your Business Is on Fire!

From Eli Whitney to Henry Ford to Ray Kroc to Steve Jobs, market disruptors have reaped the benefits, including fame and fortune. But do you have to be that rare genius whose unique skills can literally change the world? No. Disrupting a market is a discipline that can be learned. Disruption by Design—a handbook for entrepreneurs, CEOs, product developers, innovators, and others who want to build products or create services that systematically disrupt markets—is the first book that shows you how. There is a huge difference between being an "innovator" and being a "disruptive innovator." Disruptors change the basis for competition in markets, and they end up controlling market share—typically 40 to 80% of the total revenue and half or more of the total profits in the categories they create. But while many market opportunities have disruptive potential, only a small fraction of those ever succeed in disrupting markets. And, too often, those that do disrupt do so by accident. It doesn't have to be that way. Disruption by Design conveys lessons learned from successful disruptors, and from the many companies that should have disrupted but failed. Beginning with a quick review of the theory and key elements of the patterns of disruptive innovations and how to identify ideas with disruptive potential, Disruption by Design guides you through the design, build, and go-to-market phases that successful disruptors
follow. Using many examples of disruptive companies and products, this book takes the popular theory of disruptive innovation and drives it down to the level of practical application. It answers the question, "How do I create a disruptive company, product, and culture?" Disruption by Design: "Goes beyond describing how disruptive innovation happens, and answers and explains the all-important "why." Provides a "where-to-look" guide for discovering disruptive opportunities. Shows you how to predict when market disruption is likely. Outlines the necessary ingredients and elements of corporate strategy that maximize the probability of being disruptive. Provides a roadmap to disruptive success, from the initial idea through product launch to actual market disruption. Shows how to stay atop the market and not be the next victim of a new disruptor. Includes the Disruption by Design Canvas, for mapping a disruptive business model. Most important, Disruption by Design articulates a step-by-step process for developing a product and marketing strategy—and a business model design—that maximizes the probability of successful market disruption.

**Disrupt Yourself**

Based on the chart-topping Business Wars podcast, stories and lessons from history's greatest business rivalries. Using Chinese military genius Sun Tzu's strategies as a guide, Brown examines why some companies triumph while others crumble. Business is a fight for survival. In business as in war, leaders match their wills in pursuit of opposing outcomes, they devise strategies, and marshal resources for victory. Success can turn on the smallest of details; a single tactical blunder can topple an empire. Ultimately, one side triumphs—and victory is all that matters. David Brown, host of the hit podcast Business Wars, masterfully frames some of the biggest business rivalries in history using revered Chinese military strategist Sun Tzu's insights and pragmatic advice. Each rivalry he examines tells a story of combined wits, strategies, and resources. Brown chronicles the rise of companies as they vanquish rivals, formulate innovative plans, and adapt to keep up with shifting societal needs. The goal? Stay ahead of the competition and emerge victorious as an industry titan. By compiling powerful insights uncovered over hundreds of episodes and more than a year of in-depth research, Brown has developed a formula for business intrigue that uses popular history as a hook to lure readers in. The stories in The Art of Business Wars are fascinating, but the lessons we draw from them—about determination, ingenuity, patience, grit, subtlety, and other traits that contribute to a victorious enterprise—are invaluable, whether you're a software-slinging freelancer or the CEO of a multinational manufacturer.

**Disrupters**

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

**The Dark Side of Innovation**

名人推薦: 陳凱爾 Meet創業小聚社群行銷總監 「自古至今人類實在給地球惹了不少麻煩,但是幸好還有人願意利用創新來解決一些問題。如果你也想加入改變世界的行列,可以先從了解這100個點子開始。」 周振驊 臺灣電子商務創業聯誼會 共同創辦人

「創新更應他山之石可以攻錯。 本書涵蓋了全球各式點子,值得創新創業者決策前自省!」 從共享經濟、物聯網到虛擬實境, 讓改變持續發生,才能創造更多的契機、更高的利潤!

Uber、Airbnb等第一批共享經濟的創業模式,對傳統經濟掀起一波重大革命。我們雖無法事先替這類新創產業制定計畫──但只要閱讀本書,就可帶領你提前布局。
Disrupting Digital Business

When the status quo no longer works, the contrarian perspective reigns! In this innovative business how-to, leadership expert Marcia Daszko draws on her expertise to guide leaders at any level through a three-step process to radically improve their businesses: first, recognize and stop outmoded ways of thinking that fail to move the business forward (like focusing on the bottom line, conducting performance appraisals, and searching for best practices); second, start taking steps to introduce new, innovative ways of thinking and contrarian practices (such as developing leaders with the capacity to effect change, creating an interconnected team, and seeking knowledge through questions); and finally, transform your company into a more resilient, adaptive, and united organization. Recent studies have reported that 90% of start-ups will fail. In Silicon Valley alone, this means that more than 5,400 of the current 6,000 startups will flounder and disappear. But risky and cash-strapped start-ups are not the only corporate fatalities: More than 60% of the original Fortune 500 corporations no longer exist. Given these statistics, how can organizational leaders and their employees beat the odds and survive? The only solution is to question the usual business practices, re-think how to lead and inspire, challenge the accepted beliefs, and toss out the failures to accelerate business growth and profitability. Using Marcia's three-part stop, start, transform method, readers will learn to pursue significant untapped opportunities, achieve their organization's competitive edge, and pivot, disrupt, and adapt to unexpected levels of success.

Working It: Disruption Rules

UnSelling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop. Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to UnSell.

BOOM! Deciphering Innovation
In Disrupt Yourself, innovator and digital media expert Jay Samit reveals how to achieve your goals and permanently alter the status quo through the art of self-disruption. In today's ever-changing and often-volatile business landscape, adaptability and creativity are more crucial than ever. Samit describes how specific strategies that help companies flourish - challenging assumptions, pinpointing one's unique value, and identifying weaknesses in the structure of current industries - can be applied at an individual level. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses - including Richard Branson, Steve Jobs, YouTube, the BBC, Virgin Media and many more - Samit shows how personal transformation can reap entrepreneurial and professional rewards. Disrupt Yourself offers clear and empowering advice for anyone looking to break through a creative barrier; anyone with a big idea but no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

**Disrupt-It-Yourself**

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**QUICK - EASY - INSPIRED - OUTSTANDING** Managing behaviour in the secondary classroom can be demanding, hard work, and for the newly qualify teacher, sometimes intimidating. In this brand new edition, experienced teacher and author Johnnie Young brings together over 100 tried and tested, practical ideas to help manage the range of difficult behaviours found in the secondary classroom. Whether you are an experienced teacher or someone with little practical teaching experience, there are strategies in this book for you; from those that will help to resolve serious issues such as bullying and conflict in the classroom, to those that show that even the smallest changes - reducing tension in the classroom, employing the right kind of body language and using creative language to engage your students - can have a huge impact and dramatically improve behaviour. This book has been fully revised and updated for the secondary market and has a brand new layout making the book even easier to dip in and out of and the ideas even easier to use and implement quickly. Includes: Teaching tips, Taking it further ideas, Bonus ideas, Quotes from teachers and students

**The Art of Business Wars**

Many companies make disruption their goal. They believe that if they develop the right innovation, they will disrupt their markets forever and drive the kind of growth worthy of a magazine cover story. But as bestselling author Charlene Li explains, that's not how disruption works. Disruption doesn't create growth; instead, growth creates disruption. Growth is always hard, and disruptive growth is exponentially harder. It requires companies to make tough decisions in the face of daunting uncertainties: Should we bet our company's future on next-generation customers or today's reliable ones? Should we abandon our current business model for an entirely new one? Making bold changes demands bold leadership and, often, massive cultural transformation. Over the years, Li has seen some organizations beat the odds and succeed at becoming disruptive: Adobe, ING Bank, Nokia, Southern New Hampshire University, and T-Mobile, among them. Their stories make it clear that organizations don't have to be tech start-ups or have the latest innovations to transform. What they need to do is develop a disruptive mindset that permeates every aspect of the organization. Li lays out how to do so by focusing on three elements: a strategy designed to meet the needs of future customers;
leadership that creates a movement to drive and sustain transformation; and a culture that thrives on disruptive change. Drawing on interviews with some of the most audacious people driving disruptive transformation today, Li will inspire leaders at all levels to answer the call to lead disruptive transformation in their organizations, communities, and society.

**Digital Darwinism**

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

**UnSelling**

Break free and lead the market with the roadmap to Disruption The Ways to New gives you a blueprint for innovation, helping you dig your organization out of the quicksand and get on the fast track to growth. Author Jean-Marie Dru is the originator the Disruption methodology, which he shares here; he is also an international authority on breaking the mold and leading the market, and this book is his guide to making it happen. Too many companies are too slow with innovation. They lag behind, creating at a snail's pace, and thus miss out on any kind of organic growth. They approach new ideas too conservatively, and focus innovation on products only—when there is a whole world out there waiting to be disrupted. This book shows you how to steer your organization toward continued innovation, creation, growth, and success, with 15 proven paths to disruption. Each is illustrated with case studies from companies like L'oreal, Procter & Gamble, and Salesforce.com, to show you the glaring differences between disruption and stagnation. We like to think that we live in a world where innovation happens at a staggering pace. The reality is that we don’t, but that leaves an opening that your organization can fill if you're willing to break from the herd. This book shows you how start turning in a new direction, toward sustained, forward-thinking growth. Foster organic growth within your organization Become more proactive about innovation Understand the famous "Disruption" methodology Learn the specific, proven paths to disruption Everyone loves to cite Apple, Google, and Amazon as proof of high-speed innovation. But companies like this represent only 20% of companies worldwide—the other 80% are still floundering and failing to move forward. The Ways to New gives you a roadmap to innovation, and the tools to make it work.
Blockchain

Innovation has usually been considered the engine of business success. But innovation has a dark side. In The Dark Side of Innovation, author Ankush Chopra shows what can happen to a company when innovations arise that impact profitability. He also outlines a step-by-step method for businesses to deal with the resulting quandary. Innovations and changes that destroy profit regularly appear across industries. The systematic method proposed in this book of predicting and dealing with such changes is a result of learning from the mistakes and successes of firms that have faced such profit-destroying innovations.

The Goal

Compiled by Springwise, the global innovation discovery engine, Disrupt! explains and highlights the best, most disruptive and most useful innovation ideas of the 21st Century. The book shares which themes underpin their success and which ideas can best be used to drive creativity in your workplace, office or industry. Springwise has a huge online readership (700k page impressions a month, 31k FB followers, 62k Twitter followers and an email database of 160k names) and a reputation as the number one engine for collating and sharing cutting edge business ideas. Dan Pink describes Springwise as: 'An amazing roundup of new business ideas and surprising business models from around the world'. Seth Godin says: 'Almost too good to share!' This attractively designed book draws on their vast archive and the expertise of their editorial team to create a practical, themed overview of contemporary innovation with simple, implementable strategies for bringing more creativity to your business or idea and more disruption to your industry. It is an indispensable handbook to modern innovation.

Disruptive Innovation in Business and Finance in the Digital World

A radical new leadership strategy to transform business as we know it—from a dream team of INSEAD professors and mega-bestselling author Ram Charan The business landscape is littered with the wreckage of companies that crashed and burned when an apocalypse came—in the shape of new competitive technologies, upstart entrants, demographic shifts, and new world orders. Who can feel safe in firestorm change? The authors of The Phoenix Encounter Method don't advise safety. In fact, their method of leadership thinking requires you to imagine burning your business to the ground—throwing yourself into a firestorm change—and turning the upheaval to your organization’s advantage. It can then rise, phoenix-like, from the ashes, stronger and more powerful than ever. Written with a sense of urgency and purposefully radical provocation, The Phoenix Encounter Method represents the forward thinking of legendary business guru Ram Charan and professors from the senior global leadership program of INSEAD, one of the world’s top graduate business schools. The resulting methodology, based on analysis of thousands of articles, studies, reports, and academic and business practice, was field tested in real-life Phoenix Encounters conducted with more than fifteen hundred senior executives—from startups and family businesses to legacy companies—representing a broad range of industry and sectors in both developed and developing economies. Whatever your sector or industry, if you’re responsible for your organization’s ability to use change as a transformative opportunity, you’ll appreciate the dramatic impact The Phoenix Encounter Method will have on you, your leadership, and your organization.
The Innovator's Dilemma

Our intuition on how the world works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, No Ordinary Disruption: The Four Forces Breaking all the Trends is a timely and important analysis of how we need to reset our intuition as a result of four forces colliding and transforming the global economy: the rise of emerging markets, the accelerating impact of technology on the natural forces of market competition, an aging world population, and accelerating flows of trade, capital and people. Our intuitions formed during a uniquely benign period for the world economy—often termed the Great Moderation. Asset prices were rising, cost of capital was falling, labour and resources were abundant, and generation after generation was growing up more prosperous than their parents. But the Great Moderation has gone. The cost of capital may rise. The price of everything from grain to steel may become more volatile. The world's labor force could shrink. Individuals, particularly those with low job skills, are at risk of growing up poorer than their parents. What sets No Ordinary Disruption apart is depth of analysis combined with lively writing informed by surprising, memorable insights that enable us to quickly grasp the disruptive forces at work. For evidence of the shift to emerging markets, consider the startling fact that, by 2025, a single regional city in China—Tianjin—will have a GDP equal to that of the Sweden, of that, in the decades ahead, half of the world's economic growth will come from 440 cities including Kumasi in Ghana or Santa Carina in Brazil that most executives today would be hard-pressed to locate on a map. What we are now seeing is no ordinary disruption but the new facts of business life—facts that require executives and leaders at all levels to reset their operating assumptions and management intuition.

100 Ideas for Secondary Teachers: Managing Behaviour

#1 NEW YORK TIMES BESTSELLER If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we’re too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won’t make a search engine. Tomorrow’s champions will not win by competing ruthlessly in today’s marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

Disruption Off the Technological Disruption Coming for Your Company and What to Do about It
Companies, communities, and individuals fall for many reasons, but one of the most common—and easily avoidable—is the failure to reinvent. When people and organizations rest on prior successes rather than driving purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces. The most successful companies, brands, and individuals make reinvention a regular part of their business strategies. Transformation demands an ongoing process of discovery and imagination, and The Road to Reinvention lays out a systematic approach for continually challenging and reinventing yourself and your business. Venture capitalist and serial entrepreneur Josh Linkner identifies six elements in any business that are ripe for reinvention and shares examples, methods, and step-by-step techniques for creating deliberate, productive disruption. Throughout The Road to Reinvention, Linkner also explores the history—the great rise, unprecedented fall, and now rebirth—of his beloved hometown, Detroit. First rising to greatness as the result of breathtaking innovation, Detroit had generations of booming growth before succumbing to apathy, atrophy, and finally bankruptcy. Now, the city is rising from the ashes and driving sustainable success through an intense focus on reinvention. Linkner brings an insider's view of this incredible story of grit, determination, and creativity, sharing his perspective on Detroit's successes and setbacks as a profound example of large-scale organizational and personal transformation. Change is inevitable. You need to decide: Will you drive that change, or be driven away by it? Will you disrupt or be disrupted? By choosing to deliberately reimagine your own status quo, you can secure a strong future for both your company and your career.

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