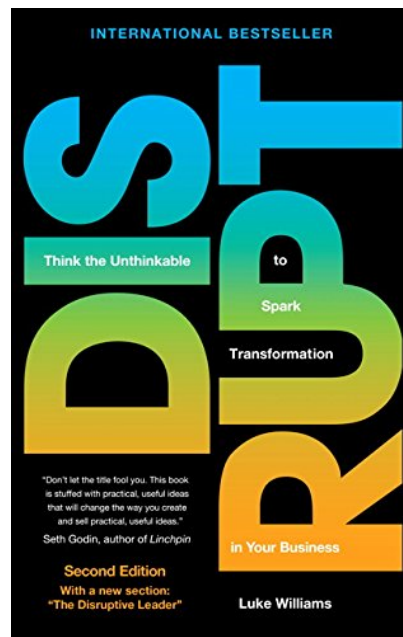


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Read Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) by *by Luke Williams*

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Master a complete five-step program for identifying and executing on disruptive business opportunities! Now updated and even more effective, Luke Williams' Disrupt, Second Edition combines the design industry's most powerful "disruptive thinking" and "disruptive leadership" techniques with real business implementation discipline. Drawing on his pioneering experience innovating at the legendary frog design (and teaching innovation at NYU Stern School of Business), Williams shows exactly how to generate and execute on a steady stream of disruptive strategies. Using real-world examples, Williams shows how the more unexpected an idea, the smaller the number of competitors, and the more successful the company that brings it to market. You'll walk through generating your disruptive hypothesis, defining your disruptive market opportunity, creating multiple disruptive ideas, shaping them into an actionable solution, and persuading key stakeholders to adopt or invest in your solution. Best of all, you'll discover powerful ways to lead disruptive thinking in a new section added to this edition: The Disruptive Leader. Disrupt, Second Edition is for all entrepreneurs, product and marketing managers, R&D specialists, strategists, and senior executives seeking to create disruptive products, services, and customer experiences. It offers you a systematic and proven way to redefine your company's future, stun your industry, and leave your competitors scrambling to catch up.

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