



# Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition)

By Luke Williams

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## Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) By Luke Williams

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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### Editorial Review

#### Review

"Luke Williams has a powerful message for companies today: Don't wait for a couple guys in a garage to come up with an idea that will upend your business. With the tools he outlines in *Disrupt*, companies can light their own innovative sparks, ensuring that they will be their industry's pacesetters, instead of the ones left in the dust."

--Linda Tischler, Senior Editor, **Fast Company**

From the Back Cover

#### **A Complete 5-Step Process for Identifying Disruptive Business Opportunities-And Successfully Executing Them**

"Don't let the title fool you. This book is stuffed with practical, useful ideas that will change the way you create and sell practical, useful ideas."

**Seth Godin**, author of *Linchpin*

#### Now Includes an All-New Section: **The Disruptive Leader**

In a Business World of Non-Stop Change, There's Only One Way to Win The Game: Transform It Entirely This requires a revolution in thinking: a steady stream of disruptive strategies and unexpected solutions. **In *Disrupt, Second Edition***, Luke Williams shows exactly how to generate those strategies and deliver those solutions.

Williams shows how to combine fluid creativity with analytical rigor in a simple five-stage process for successfully disrupting any market. You'll learn why unexpected ideas draw the least competitors-and offer the greatest potential.

Using real-world examples, you'll walk through every step of transforming disruptive ideas from conception to breakthrough strategy.

Best of all, you'll discover powerful ways to lead disruptive thinking in a new section added to this edition. Drawing on his immense experience creating breakthrough solutions at frog design and elsewhere, Williams shows how to relentlessly strengthen the habits, practices, and motivations you need to win through disruption.

- \* Craft your disruptive hypothesis

  - Be wrong at the start, to be right at the end

- \* Discover your best disruptive opportunities

  - Explore the most unexpected corners of your environment

- \* Efficiently shape your disruptive solution

  - Avoid the resource-killer that is "novelty for novelty's sake"

- \* Make your winning disruptive pitch

  - Underprepare the obvious, overprepare the unusual

- \* Get disruptive leadership right

Master the motivation and mindset

#### About the Author

**LUKE WILLIAMS** is an international authority in disruptive thinking, and in the practice of innovation as a leadership capability. He holds a faculty appointment at New York University's Leonard N. Stern School of Business, where he is Executive Director of Entrepreneurship and Founder of the W.R. Berkley Innovation Lab. As Clinical Associate Professor of Marketing at NYU, he teaches one of the most popular electives for business students in both New York and Shanghai.

Williams is the inventor of 30+ U.S. patents and has designed more than 100 products in industries ranging from transportation to finance, and healthcare to consumer electronics. He is a fellow at frog design, one of the world's most influential product strategy and design firms. His instruction on innovation has been sought by many of the world's largest corporations and most agile startups.

Williams has addressed the UN General Assembly on the future of entrepreneurship; facilitated innovation workshops for the World Economic Forum; lectured in 21 countries, and has been featured in media ranging from Bloomberg *BusinessWeek* and *Fast Company* to *The Wall Street Journal*.

#### Users Review

##### From reader reviews:

##### **Cassandra Martin:**

Now a day folks who Living in the era where everything reachable by connect with the internet and the resources inside it can be true or not call for people to be aware of each information they get. How individuals to be smart in obtaining any information nowadays? Of course the answer then is reading a book. Reading a book can help people out of this uncertainty Information especially this Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) book as this book offers you rich data and knowledge. Of course the information in this book hundred per cent guarantees there is no doubt in it you may already know.

##### **Maria Kim:**

The book with title Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) contains a lot of information that you can learn it. You can get a lot of profit after read this book. This kind of book exist new expertise the information that exist in this guide represented the condition of the world currently. That is important to yo7u to be aware of how the improvement of the world. That book will bring you in new era of the glowbal growth. You can read the e-book on your smart phone, so you can read the item anywhere you want.

##### **Jessie Davis:**

Exactly why? Because this Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will shock

you with the secret the idea inside. Reading this book adjacent to it was fantastic author who write the book in such remarkable way makes the content inside of easier to understand, entertaining means but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This excellent book will give you a lot of positive aspects than the other book have got such as help improving your expertise and your critical thinking approach. So , still want to hold off having that book? If I were you I will go to the publication store hurriedly.

**Robert Jackson:**

You are able to spend your free time to see this book this guide. This Disrupt: Think the Unthinkable to Spark Transformation in Your Business (2nd Edition) is simple to develop you can read it in the playground, in the beach, train along with soon. If you did not have got much space to bring the actual printed book, you can buy the e-book. It is make you much easier to read it. You can save often the book in your smart phone. Thus there are a lot of benefits that you will get when one buys this book.

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