



# Disrupt: Think the Unthinkable to Spark Transformation in Your Business

*Luke Williams*

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## **Disrupt: Think the Unthinkable to Spark Transformation in Your Business** Luke Williams

In a business world of nonstop 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*, Luke Williams shows exactly how to generate those strategies and deliver those solutions.

This book reflects Williams' immense experience creating breakthrough solutions at frog design, one of the world's leading innovation firms. Williams shows how to combine fluid creativity with analytical rigor in a simple, complete, five-stage process for successfully disrupting any market.

You'll learn why the most unexpected ideas draw the least competitors--and offer the greatest potential. Then, using many examples and a case study, you'll walk through every step of transforming disruptive ideas from conception to breakthrough business strategy.

### **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**

*Under prepare the obvious, over prepare the unusual*

## **REVIEWS**

"Remember the old Apple tagline, urging us all to 'Think Different?' In this book, Luke Williams shows us how to do precisely that. *Disrupt* helps you look at business--and the world around you--through a fresh lens, one that turns assumptions and convention upside down. Best of all, this is a practical book for the real world--Williams reveals not just how to come up with disruptive ideas, but how to nurture them, test them, pitch them, and ultimately make them real and profitable."

- **Warren Berger, author of *Glimmer***

"By artfully smashing ideas together--from Schumpeter to Tarantino, business to design--Luke Williams upends the ordinary, providing the reader with a motivational and pragmatic blueprint for innovative thinking."

- **Jamyn Edis, Vice-President of Emerging Technology R&D at HBO**

"At some time, someone somewhere is going to disrupt your entire industry. Shouldn't it be you? In this easy-to-follow step-by-step guide, Luke Williams reveals a way of thinking that has the power to transform your business. Read this book before your competitors do."

- **Cordell Ratzlaff, Director of User-Centered Design, Cisco**

"For those companies second guessing their future paths, ponder no longer. *Disrupt* provides that path, and it may be your real only strategy in today's climate."

- **Andy Stefanovich, Chief Curator and Provocateur, Prophet**

"I've observed Luke's process of disruptive thinking generate remarkably innovative solutions. I hope that many more companies will disrupt their existing innovation processes to benefit as well. They'll be glad they did!"

- **Peter N. Golder, Professor of Marketing, Tuck School of Business at Dartmouth**

"Luke Williams is the master at unleashing big thoughts. His book, *Disrupt*, shows us how to do what sometimes seems impossible--conceiving and executing bold ideas with massive potential. At the Nike Foundation, we've put Luke's principles to work and had tremendous results."

- **Stuart Hogue, Director, Systems at Scale, Nike Foundation**

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#### **Sylvia Silva:**

This book untitled Disrupt: Think the Unthinkable to Spark Transformation in Your Business to be one of several books that will best seller in this year, that is because when you read this publication you can get a lot of benefit upon it. You will easily to buy that book in the book shop or you can order it by using online. The publisher of this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Touch screen phone. So there is no reason for you to past this reserve from your list.

#### **Willie Collins:**

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#### **Helen Scott:**

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