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Big Bang Disruption: Business Survival in the Age of Constant Innovation

By Larry Downes, Paul Nunes

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Big Bang Disruption: Business Survival in the Age of Constant Innovation, Larry Downes, Paul Nunes, "A stimulating read.carefully researched and accessibly written.the case studies on disruption alone are worth the cover price". (Financial Times). "Everything you need from business school in one very direct book". (Dick Costolo, CEO, Twitter). It used to take years for new products and services to dethrone industry leaders. Now any busi-ness can be instantly devastated by something better and cheaper. How can you protect yourself, and harness the power of Big Bang Disruption[unk] No matter what your industry, start-ups can change the market before you even begin to grasp what's happening. The good news is that any business can mas-ter the strategy of the start-ups. In Big Bang Disruption, Larry Downes and Paul Nunes show you how to spot the next big thing - before the next start-up does. Based on extensive research by the Accenture Institute for High Performance and interviews from over 30 industries, this essential book will give you the tools to take control of your future.



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