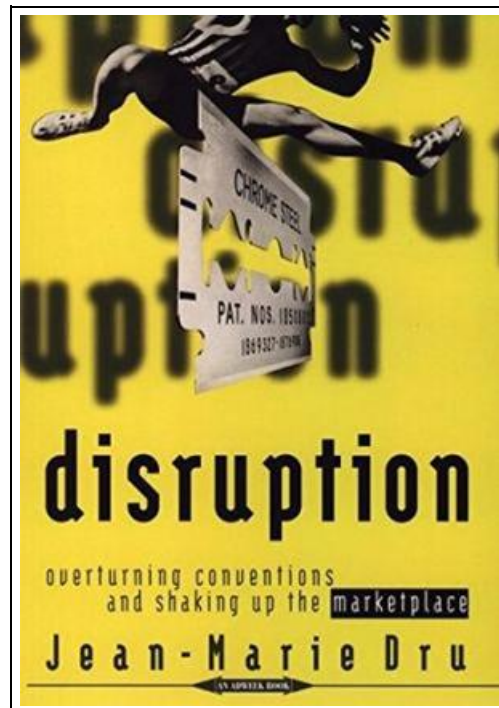


Disruption: Overturning Conventions and Shaking Up the Marketplace



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(Dorothy Daugherty)

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Disruption: Overturning Conventions and Shaking Up the Marketplace, Jean-Marie Dru, Disruption? It's nothing new. Just look at any of the breakthrough business ideas of the last thirty years-from Federal Express overnight delivery to Saturn's fixed sticker price-and you'll see a perfect example of the principle of disruption in action. Still, do you really understand what makes these ideas great? On an intuitive level, maybe, but can you articulate it clearly, reproduce it to create your own business breakthroughs, and make it an integral part of how your company operates? Probably not-unless, of course, you're already familiar with the principles and practices spelled out in Disruption, the groundbreaking new book by global advertising and marketing authority Jean-Marie Dru. To put it simply, disruption is about uncovering the culturally embedded biases and conventions that shape standard approaches to business thinking and get in the way of clear, creative thinking. It's about shattering those biases and conventions and setting creativity free to forge a radical new vision of a product, brand, or service. It's about spearheading change rather than reacting to it. In Disruption, Dru shows you how to harness the enormous potential of this concept. He introduces innovative strategies for breaking down creative barriers and shows you how to analyze traditional approaches from new perspectives. Next, he provides valuable tools for identifying and cataloging conventions, including "what if," "multicultural analysis," and the "disruption bank." He then demonstrates-with the help of dozens of galvanizing examples from around the world-how to apply this knowledge systematically to create innovative competitive strategies, marketing campaigns, and operations plans that can revitalize your company or department. Disruption is must reading for all advertising and marketing professionals, as well as business people who understand the value of creativity....

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