

Big Bang Disruption

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in recent years a new disquieting form of disruptive innovation has emerged one that beats incumbents on both price and quality right from the start and quickly sweeps through every customer segment this kind of big bang disruption can devastate entire product lines virtually overnight look at the effect that free navigation apps preloaded on smartphones had on the market for devices made by tomtom garmin and magellan big bang disruptions often come out of the blue from people who aren't your traditional competitors frequently they're developed by inventors who are just doing low cost experiments with existing technologies to see what new products they can dream up once launched these innovations don't adhere to conventional strategic paths or normal patterns of market adoption that makes them incredibly hard to combat though technology and information intensive firms are most vulnerable to big bangs mature industries face this threat too credit cards automobiles and education for instance are all experiencing early warning signs but in every industry big bang disruption will be keeping executives in a cold sweat for a long time to come this article which originally appeared in harvard business review offers some strategic principles to help businesses survive big bangs

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 business can be instantly devastated by something better and cheaper how can you protect yourself and harness the power of big bang disruption 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 master 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 with the tools to take control of your future

it used to take years or even decades for disruptive innovations to dethrone dominant products and services but now any business can be devastated virtually overnight by something better and cheaper how can executives protect themselves and harness the power of big bang disruption just a few years ago drivers happily spent more than 200 for a gps unit but as smartphones exploded in popularity free navigation apps exceeded the performance of stand alone devices eighteen months after the debut of the navigation apps leading gps manufacturers had lost 85 percent of their market value consumer electronics and computer makers have long struggled in a world of exponential technology improvements and short product life spans but until recently hotels taxi services doctors and energy companies had little to fear from the information revolution those days are gone forever software based products are replacing physical goods and every service provider must compete with cloud based

tools that offer customers a better way to interact today start ups with minimal experience and no capital can unravel your strategy before you even begin to grasp what is happening never mind the innovator s dilemma this is the innovator s disaster and it s happening in nearly every industry worse big bang disruptors may not even see you as competition they don t share your approach to customer service and they re not sizing up your product line to offer better prices you may simply be collateral damage in their efforts to win completely different markets the good news is that any business can master the strategy of the start ups larry downes and paul nunes analyze the origins economics and anatomy of big bang disruption they identify four key stages of the new innovation life cycle helping you spot potential disruptors in time and they offer twelve rules for defending your markets launching disruptors of your own and getting out while there s still time based on extensive research by the accenture institute for high performance and in depth interviews with entrepreneurs investors and executives from more than thirty industries big bang disruption will arm you with strategies and insights to thrive in this brave new world

our summary is short simple and pragmatic it allows you to have the essential ideas of a big book in less than 30 minutes as you read this summary you will discover the mechanisms of disruption as well as strategies to survive and succeed in changing economic sectors you will also discover that all sectors today are disrupted by disruptive innovations thanks to exponential technological advances new product offerings are more attractive in every way the innovation processes of existing companies designed for a progressive installation of new products on the market are today inadequate disruptive products are coming on line at an ever increasing rate so that success can be followed by a devastating setback to survive disruption you have to see demand as the ebb of the market and adapt to it by being extremely flexible disruptive innovations today have a disproportionate and devastating effect on companies their intervention signals the beginning of a compelling decline for companies it is impossible to hope to compete with the new entrants by keeping its old models salvation can only come from questioning and being highly responsive a disrupted sector is full of potential but also of dangers the book big bang disruption offers a diagnosis and a method for adapting to it buy now the summary of this book for the modest price of a cup of coffee

technological advances an increasingly globalized workforce and seismic global events mean that change is a constant feature of business life today the consequences of not managing change effectively can be devastating for businesses how can managers deal with change brought about by unpredictable events how can they embrace change and communicate its benefits to stakeholders how can organizations ensure the ongoing success of change john hayes s bestselling textbook equips

you with the practical tools and academic knowledge to tackle these questions and many more offering unrivalled breadth it will guide you clearly through all stages of the change process from recognizing the need for change to ensuring its successful implementation its unique underpinning framework based on a process model of change will help you to view change as purposeful and ordered rather than something chaotic and unmanageable this sixth edition covers all of the key theories tools and techniques of organizational change and offers everything you need to know about organizational change today brand new international case studies and examples allow you to understand change in context coverage of big bang disruptions offers you a framework for dealing with unforeseen global events like pandemics economic instability and climate change updated research reports show you the latest theory in the field new learning objectives reflective questions and experiential exercises help you to consolidate your learning and revise effectively increased coverage of smes public sector and family businesses shows you change in diverse sectors

the tao of innovation is the first book to blend eastern philosophy with tried and true innovation strategies it presents a holistic intuitive and practical approach to developing game changing innovation having over 30 years of real world global corporate entrepreneurial and consulting experience and more than 10 years of teaching innovation and entrepreneurship to thousands of students in the east and west the authors have distilled the most influential thinking on innovation into a holistic set of nine key innovation questions that every innovator must answer throughout the innovation cycle these provocations apply to any business or organization and illuminate fundamental principles and practices of successful innovation the tao of innovation s use of nature s fundamental elements and the yin yang s balance of opposing forces as metaphors provide simple ways to navigate the complexities of business and innovation they blend art science and eastern and western philosophies of what it takes to be an innovator this book is written for individuals who have a passion for initiating change but struggle to find a process or methodology that helps them translate their dream into practical action steps that will get them through implementation it aims to help organizations of all types proactively stay ahead in a rapidly changing world and change the world for the better in short this book is a fresh east meets west approach to innovation helping readers develop a strategy to implement real change and ultimately achieve their innovation dream

traditional chinese edition of big bang disruption strategy in the age of devastating innovation

own the future of your industry with a transformational strategy designed for today s business world leaders today are inundated with strategic opportunities besieged by

business disruptions and pressured to innovate to do things better faster or differently the ceo of a fortune 500 firm explains it best i am looking at 23 different strategic initiatives trying to develop and implement so many strategies is like trying to change the driver tires the oil and the bumpers paint the body and tune the engine and doing all of this on a car that s running at full speed the answer used to be found in strategy but in the past decade the commonly deployed large scale strategic exercises were largely discredited they were slow and elaborate and did not deliver the expected returns let alone help make sense of a glut of initiatives or cope with an increasingly unpredictable future the future of strategy brings strategy back from those big top down plans it answers the questions of executives facing tumultuous business conditions and rapidly shifting markets is strategy still possible yes aren t strategies outdated before they can be implemented not if they are done right rather than developing strategy aren t we better off being agile and able to capitalize on emerging trends faster than our peers agility complements strategy it cannot replace it this book is about reversing course and repositioning strategy in its rightful place as the overarching management system the authors introduce their core methodology designed to future proof companies against the friction and fog of war that inexorably accompany changing times they synthesize three fundamental principles that when combined provide the means to reclaim strategy take direct cues from fundamental trends affecting the company going forward engage people across the company to translate these cues into strategy and effectively eliminate the handover hurdle between formulation and execution a major reason for strategy failure capture the output as competitive opportunities and manage their life cycles when some have run their course others are ready to take over strategy today requires stepping over the shadows of one s own ingrained beliefs to capture new opportunities this book reveals the inner workings of transformational strategies developed by leaders who gradually become more successful by advancing winning combinations of attitudes values habits and practices

any business can be devastated virtually overnight by a new offering that is both better and cheaper we call this strategy big bang disruption because its introduction signals the complete and often sudden re invention of the industries it affects this article describes the special challenges and opportunities faced by chinese businesses in deploying and responding to this new breed of disruptive innovations

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while digital life races ahead the rest of our life from law to business struggles to keep up business strategists lawyers judges regulators and consumers have all been left behind scratching their heads frantically trying to figure out what they can and can't do some want to bring innovation to a standstill or at least to slow it down through lawsuits and regulation so they can catch their breath others forge madly ahead legal consequences be damned in the laws of disruption larry downes author of the best selling *Unleashing the Killer App* provides an invaluable guide for these confusing times exploring nine critical areas in which technology is dramatically rewriting the rules of business and life the laws of disruption will help business owners and managers understand not only how to avoid being blindsided by customer rebellion but also how to benefit from it it will teach lawyers judges and regulators when to keep their hands off the system and it will show consumers the consequences of their digital actions in the gap created by the law of disruption golden opportunities await those who move quickly

a radical new leadership strategy to transform business as we know it from a dream team of INSEAD professors and mega bestselling author ram charan the business landscape is littered with the wreckage of companies that crashed and burned when an apocalypse came in the shape of new competitive technologies upstart entrants demographic shifts and new world orders who can feel safe in firestorm change the authors of the phoenix encounter method don't advise safety in fact their method of leadership thinking requires you to imagine burning your business to the ground throwing yourself into a firestorm change and turning the upheaval to your organization's advantage it can then rise phoenix like from the ashes stronger and more powerful than ever written with a sense of urgency and purposefully radical provocation the phoenix encounter method represents the forward thinking of legendary business guru ram charan and professors from the senior global leadership program of INSEAD one of the world's top graduate business schools the resulting methodology based on analysis of thousands of articles studies reports and academic and business practice was field tested in real life phoenix encounters conducted with more than fifteen hundred senior executives from startups and family businesses to legacy companies representing a broad range of industry and sectors in both developed and developing economies whatever your sector or industry if you're responsible for your organization's ability to use change as a transformative opportunity you'll appreciate the dramatic impact the phoenix encounter method will have on you your leadership and your organization

how the radical disruption of the auto industry affects you and how you can prepare for the soon to be new normal the combined effect of autonomous driving electric vehicles and the sharing economy is on the verge of changing the auto industry all within the next decade and this tech economics revolution will touch virtually every

industry what exactly will change jobs demand for commercial vehicle drivers car dealers mechanics doctors and many other professions will shrink laws manually driving cars will be forbidden and car ownership will be almost nonexistent housing prices will drop and cities and towns will be planned differently healthcare infrastructure will shrink as traffic accidents dramatically decline global trade china will become the world s biggest automotive exporter the last driver s license holder has already been born provides the information and insight you need to position your company for these groundbreaking changes it reveals the disruptive technologies now taking shape and provides a timeline of when they will take hold it examines the impact on the industry itself as well as adjacent sectors including jobs and professions city and street design hospitals insurances politics security hospitality industry the oil industry real estate and society at large and it provides the knowledge and insight you need to keep yourself and your organization ahead of the curve and in front of the competition

in this work jean marie dru describes disruption as a universal language of change that allows advertisers from all over the world to form a common strategy

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Introduction

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