



Creative Disruption: What you need to do to shake up your business in a digital world (Financial Times Series)

Mr Simon Waldman

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There's been a change in the rules.

Digital technologies are having a profound effect on business and industry. They've ripped up traditional business models and have created both opportunities and challenges for businesses in the 21st century.

What are you going to do? How will you ensure your business not only survives, but thrives on the digital revolution?

In *Creative Disruption*, Simon Waldman shows you how new businesses and new entrepreneurs have emerged, and how they've capitalised on the new physics of business. Looking at businesses that have faced these challenges, such as *Encyclopaedia Britannica*, Kodak, IBM, HMV and the turn around of Apple, he explains why you need to have a strategy and how to make sure you have a sustained process of re-invention.

This change isn't going to be quick and it isn't going to be easy. But if you want your company to survive, you have no alternative.

What is creative disruption? What does it mean for the business world? How is the digital world going to change what you do?

In this accessible and highly engaging book, Simon Waldman gives you the stories of what's worked, and tells the tales of those things that failed. Explaining why this big problem needs big solutions, he'll show you what your company needs to do, to survive:

- Transform your core business
- Find big adjacencies
- Innovate at the edges

Defining the problem is helpful, but, solving it is what counts. *Creative Disruption* will help you do just that.

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