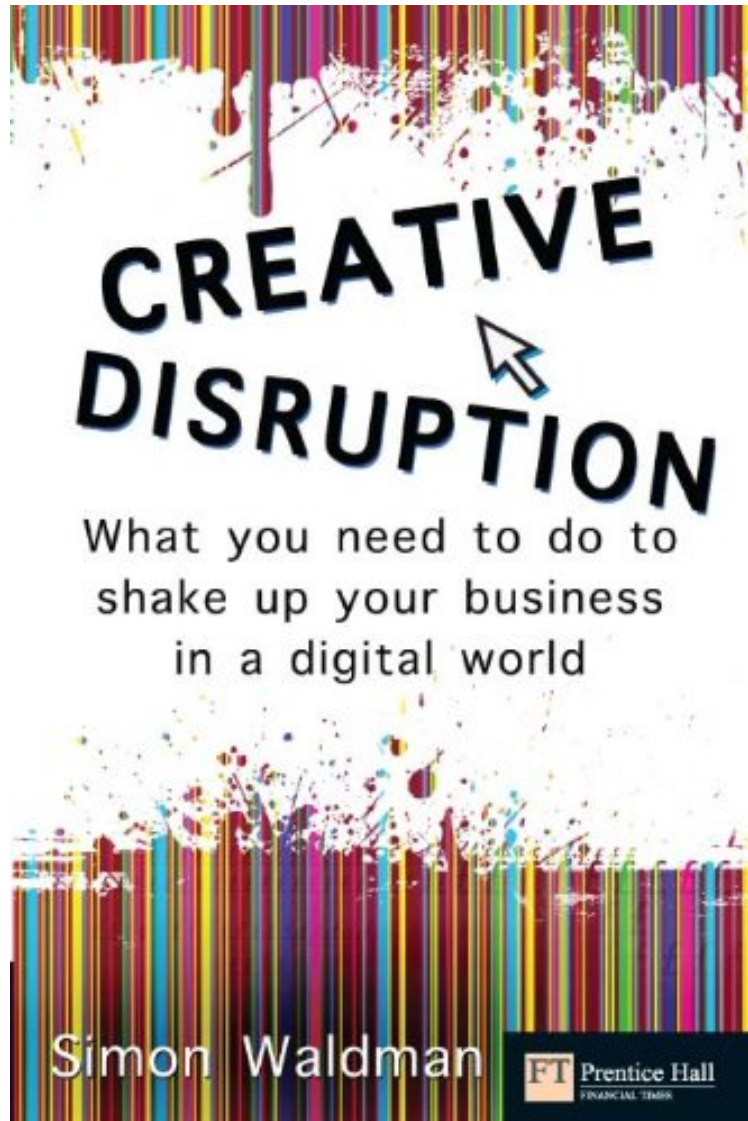


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## **Creative Disruption: What you need to do to shake up your business in a digital world (Financial Times Series)**

*Mr Simon Waldman*

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**Mr Simon Waldman : Creative Disruption: What you need to do to shake up your business in a digital world (Financial Times Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creative Disruption: What you need to do to shake up your business in a digital world (Financial Times Series):

0 of 0 people found the following review helpful. Very thought-provoking and interesting By Andrew Kent This is an

excellent business book along the lines of "The Innovator's Dilemma" and "I Live in the Future, and Here's How It Works." While quite British in its focus at times, that actually provides a nice change of pace and level of abstraction for American readers. The case studies are interesting, the writing always lively, and the book instructive and inspiring. The author brings many points home saliently, and reminds us how quickly things are changing. An excellent read!

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 turnaround 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, I'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.

From the Back Cover: Anyone who reads this book carefully will be far better equipped to take advantage of the unexpected and far less likely to make the same mistakes again. Sir Martin Sorrell, CEO WPP; Simon Waldman offers sensible advice, grounded in business reality and fuelled by real insight into what the internet can and can't do. Luke Johnson, chairman of Risk Capital Partners and the RSA; Simon Waldman really understands the internet. He shows a profound grasp of the options open to businesses that have been disrupted by the internet. The end result is a book full of sound strategic and operational advice. Paul Myners, former chairman of Marks Spencer; 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 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 turnaround of Apple, he explains why you need to have a strategy and how to make sure you have a sustained process of reinvention. 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. About the Author Simon Waldman is a fantastically well connected and experienced former journalist specialising in media and technology. He is currently the Director of Digital Strategy for the Guardian Media Group. Before this he ran the Guardian's websites and was the innovator behind, and head of, Guardian Unlimited, the Guardian's award winning web strategy.