

DISRUPT DISRUPTION

In this book – 'Disrupt Disruption' author Pascal Finette slams the popular narrative and offers a holistic view of the dynamics of disruption. Drawing on hundreds of exclusive interviews with successful innovators and leaders of incumbent organisations that have weathered paradigm shifts in their industries, the author provides a perspective-shifting, practical framework to support a new understanding of disruption.

Popular stories about disruption, retold countless times, fail to identify the true underlying forces leading to the demise of former market leaders. When we get the stories wrong, we risk learning the wrong lessons from recent history. We miss critical opportunities to enable real transformation and unlock sustainable relevance for our organizations.

The book offers insights from transformative leaders and presents a clear roadmap for organisations to navigate the future through foresight, disruptive innovation, and transformation.

Disrupt Disruption arms you with battle-tested principles to redefine organisational strategy and personal leadership and seize your preferred future.

An insightful, entertaining, and practical guide to assessing potential futures and navigating your way to the best possible results. It is a must-read for all business leaders in today's volatile and uncertain world to better understand the changing landscape of technology and disruption.

ABOUT THE AUTHOR



Pascal Finette is the co-founder at be radical, EY's wavespace Advisory Board Chair, and Jury Chair for Science and Innovation Management at Falling Walls Foundation. Previously, he held leadership positions at Google.org, Mozilla, and eBay, built technology startups, and launched a venture capital firm. He is the posse leader at TheHeretic.org, and the co-founder of the Women's Impact Alliance.



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