



## Digital Disruption: Unleashing the Next Wave of Innovation (Hardback)

By James McQuivey

Amazon Publishing, United States, 2013. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. The barriers to entry in your market just vanished. Unexpected competitors are swarming in. Are you ready? You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. The only way to compete is to evolve. James McQuivey of Forrester Research has been teaching people how to do this for over a decade. He's gone into the biggest companies, even in traditional industries like insurance and consumer packaged goods, and changed the way they think about innovation. Now he's sharing his approach with you. McQuivey will show you how Dr. Hugh Reinhoff of Ferrok BioSciences disrupted the pharmaceutical industry, streamlining connections with doctors and regulators to bring molecules to market far faster and then sold out for \$100 million. How Charles Teague and his team of four people created Lose It!, a weight loss application that millions have adopted, achieving...



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