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Reacting to problems and digital
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Instead, brands need to be anticipatory. Referencing the subtitle, Turn Disruption and Change into Opportunity and Advantage, he goes on to describe the difference between hard and soft trends. Tune in to find out how the two open opportunities!

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- Anticipate disruptions, problems, and game-changing opportunities
- Identify and pre-solve predictable problems
- Accelerate innovation (both everyday innovation and exponential innovation)
- Pinpoint and act upon enormous untapped opportunities
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Turn Disruption And Problems and barriers to succeed faster

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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

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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

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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

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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 's

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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

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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

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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

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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.

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Today we all face more impossible challenges than ever before. But flash foresight lets you transform the impossible into the possible, revealing hidden opportunities and allowing you to solve your biggest problems—before they happen. Daniel Burrus is one of the world's leading forecasters, corporate

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strategists, and visionaries. Over the past quarter century, he has established a reputation worldwide for his exceptional record of accurately predicting the future of technological change and its direct impact on the business world. "Wouldn't it be amazing if you could predict the future—and be right?" writes Burrus.

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many directions—globalization, government policy, market disorganization, technology, business trends, demographics, social distortion, and environmental uncertainty. These mega forces are disrupting how organizations do business and often determine whether they succeed or fail.

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company future-ready. About the Authors

Lisa Hendrickson is an award-winning serial entrepreneur, innovative strategist, thought leader and purposeful disruptor.

An Inc. 500 and TEDx Speaker, she is known for her simple elegant solutions that address complex business problems. She is the founder of Spark City, a “ Thinking

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engineers make a smooth transition to the management team, this a newly revised and updated edition of an Artech House bestseller belongs on every engineer ' s reference shelf. The author ' s 30-plus year perspective indicates that, while most engineers will spend the majority of their careers as managers, most are dissatisfied

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