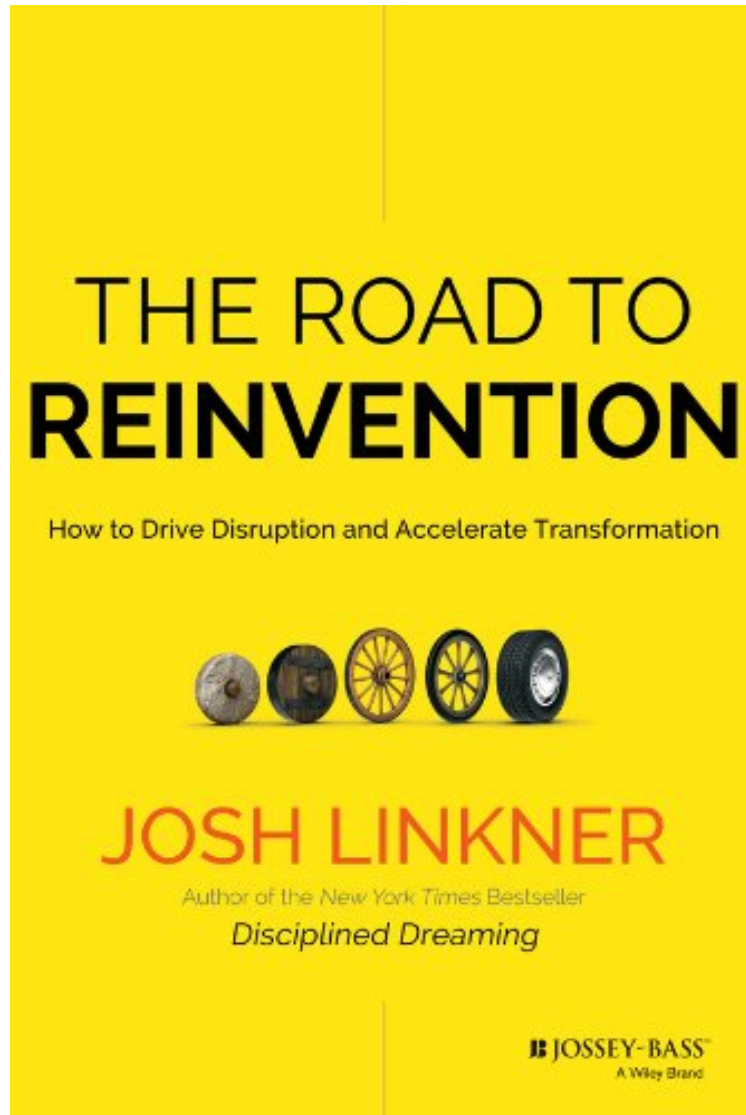


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The Road to Reinvention: How to Drive Disruption and Accelerate Transformation

Josh Linkner

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Josh Linkner : The Road to Reinvention: How to Drive Disruption and Accelerate Transformation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Road to Reinvention: How to Drive Disruption and Accelerate Transformation:

1 of 1 people found the following review helpful. Disruption and ReinventionBy Kirk AlterI heard Linkner speak at a conference several weeks ago, and decided to pick up this book. As I was reading it I enjoyed his suggestions...his "method," on how to positively disrupt your business. As a management consultant I found myself agreeing with many

of his ideas, and recommended this book to several of my clients. It's worth a read for that. I really have no complaints about the book, but found myself a little less interested in the last portion of the book where he transitions to personal change. Yes, I agree with him that this is a logical discussion, and is at the core of all change...it only takes a spark, eh? But this sort of stuff is covered...everywhere...and has the book ending a little weak for me. Also, the method of the book...a Detroit example at the end of every chapter becomes a little worn and repetitive after the first few chapters...same story over and over. Regardless, the book can be useful for those interested in the topic of disruption and acceleration.

2 of 2 people found the following review helpful. The author did such a great job linking innovative ideas from companies all around the ...By amandaThe author did such a great job linking innovative ideas from companies all around the Detroit area to healthcare. I have gained a lot of new insight onto different "roads" to take to enhance thoughts when situations in healthcare setting. Being a healthcare provider, it has opened my eyes to new ways to tackle battles that are constantly being faced! I also will be buying a hard copy to add to my book shelf since I just bought it on my kindle :)

1 of 1 people found the following review helpful. Worth the read with good methods to begin reinventing your business and yourself. By JDCGood book to guide change and reinventing in a company. The author poses some great questions for leaders. They provide a "good" level of uneasiness to the reader if honestly contemplated. The Detroit references were a bit over done in volume. It seemed somewhat like a Detroit Chamber of Commerce pitch for the city in transition.

Companies, communities, and individuals fail for many reasons, but one of the most common—and easily avoidable—is the failure to reinvent. When people and organizations rest on prior successes rather than driving purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces. The most successful companies, brands, and individuals make reinvention a regular part of their business strategies. Transformation demands an ongoing process of discovery and imagination, and *The Road to Reinvention* lays out a systematic approach for continually challenging and reinventing yourself and your business. Venture capitalist and serial entrepreneur Josh Linkner identifies six elements in any business that are ripe for reinvention and shares examples, methods, and step-by-step techniques for creating deliberate, productive disruption. Throughout *The Road to Reinvention*, Linkner also explores the history—the great rise, unprecedented fall, and now rebirth—of his beloved hometown, Detroit. First rising to greatness as the result of breathtaking innovation, Detroit had generations of booming growth before succumbing to apathy, atrophy, and finally bankruptcy. Now, the city is rising from the ashes and driving sustainable success through an intense focus on reinvention. Linkner brings an insider's view of this incredible story of grit, determination, and creativity, sharing his perspective on Detroit's successes and setbacks as a profound example of large-scale organizational and personal transformation. Change is inevitable. You need to decide: Will you drive that change, or be driven away by it? Will you disrupt or be disrupted? By choosing to deliberately reimagine your own status quo, you can secure a strong future for both your company and your career.

.com Josh Linkner, *The Road to Reinvention*