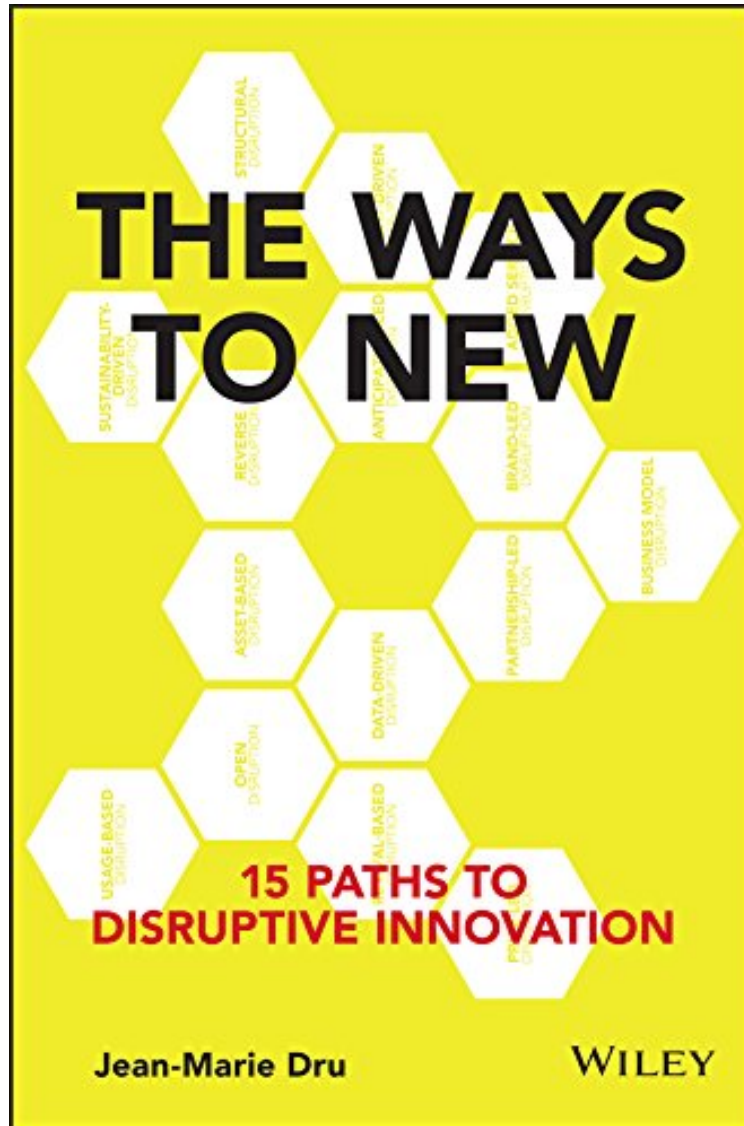


(Download) The Ways to New: 15 Paths to Disruptive Innovation

The Ways to New: 15 Paths to Disruptive Innovation

Jean-Marie Dru

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Jean-Marie Dru : The Ways to New: 15 Paths to Disruptive Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Ways to New: 15 Paths to Disruptive Innovation:

1 of 1 people found the following review helpful. Marie-Dru is an amazing thinker and writerBy Kindle CustomerMarie-Dru is an amazing thinker and writer. This is a must have if you are in the marketing business, along with his first books, 'Disruption' and 'Beyond Disruption.'0 of 0 people found the following review helpful. Five StarsBy Yemi AtandaAwesome book that sets you thinking (and innovating)

Break free and lead the market with the roadmap to Disruption. The Ways to New gives you a blueprint for innovation, helping you dig your organization out of the quicksand and get on the fast track to growth. Author Jean-Marie Dru is the originator of the Disruption methodology, which he shares here; he is also an international authority on breaking the mold and leading the market, and this book is his guide to making it happen. Too many companies are too slow with innovation. They lag behind, creating at a snail's pace, and thus miss out on any kind of organic growth. They approach new ideas too conservatively, and focus innovation on products only. When there is a whole world out there waiting to be disrupted. This book shows you how to steer your organization toward continued innovation, creation, growth, and success, with 15 proven paths to disruption. Each is illustrated with case studies from companies like L'oreal, Procter Gamble, and Salesforce.com, to show you the glaring differences between disruption and stagnation. We like to think that we live in a world where innovation happens at a staggering pace. The reality is that we don't, but that leaves an opening that your organization can fill if you're willing to break from the herd. This book shows you how to start turning in a new direction, toward sustained, forward-thinking growth. Foster organic growth within your organization. Become more proactive about innovation. Understand the famous "Disruption" methodology. Learn the specific, proven paths to disruption. Everyone loves to cite Apple, Google, and Amazon as proof of high-speed innovation. But companies like this represent only 20% of companies worldwide; the other 80% are still floundering and failing to move forward. The Ways to New gives you a roadmap to innovation, and the tools to make it work.

From the Inside Flap
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From the Back Cover
THE WAYS TO NEW: 15 PATHS TO DISRUPTIVE INNOVATION
Disruption was not invented in Silicon Valley. In fact, advertising thought leader Jean-Marie Dru introduced the word "disruption" into the business world; back in 1992. Since then his global marketing company, TBWA, has used the Disruption; methodology to help companies generate innovative ideas at all levels: Advertising, Marketing, Business Models, and New Product Development. The Ways to New focuses on a fundamental aspect of the method: How Disruption; can help marketing executives drive innovation. Most companies, and in particular ;digital Era companies, suffer from slow innovation and, as a consequence, from slow growth. This book shows how to steer organizations toward continuous innovation, creativity, growth, and success. But not just through disruptive products. Disruptive innovation should happen in your marketing, branding, pricing, business model, and more. The Ways to New explains 15 proven paths to disruption that have driven growth in companies around the world. It is illustrated with case studies from companies such as L'Oréal;al, Salesforce, Xiaomi, Alibaba, Haier, Airbnb, and Burberry, which are illustrations of the glaring differences between disruptive innovation and stagnation. The Ways to New will help businesspeople everywhere change the way they think about their markets, their customers, and their companies. It will encourage them to find the questions they have never thought to ask.
About the Author
Author JEAN-MARIE DRU is Chairman of the TBWA Agency Network, a top 10 ranked global advertising network, and the inventor of TBWA's landmark 1992 DISRUPTION; method for developing business-changing ideas. He has authored four books on advertising and marketing including Disruption and Beyond Disruption, both published by Wiley. Jean-Marie Dru is also Chairman of the French Academy of Medicine Foundation and Chairman of Unicef France.