Record Nr. UNINA9910151789703321 Autore Waldman Simon Titolo Creative disruption: what you need to do to shake up your business in a digital world / / Simon Waldman Harlow, England:,: Financial Times:,: Prentice Hall,, 2010 Pubbl/distr/stampa **ISBN** 1-282-98343-1 9786612983436 0-273-72574-2 Edizione [1st edition] 1 online resource (xv, 230 p.): ill Descrizione fisica Disciplina 658.4063 Soggetti Creative ability in business Electronic commerce Success in business Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Includes index. Note generali About the author Acknowledgements 1 Introduction: OMG! The internet Nota di contenuto ate my business 2 The era of creative disruption 3 The incumbent s dilemma - and solution 4 The checklist: critical factors for successful reinvention 5 Transform the core 6 Find big adjacencies 7 Innovate at the edges 8 Putting it all together Kodak s long road back 9 Out of print: the reinvention of book publishers Epilogue: what happens next? Index Sommario/riassunto How can you survive the ferocious demands of making your business competitive in the digital world? How do you cope with market disruption & challenges? Will your company have the successes of Google & eBay or will you fade away? In this book, Simon Waldman details the lessons that you need to learn to allow your business to

survive.