**The Ways to New. 15 Paths to Disruptive Innovation**

**Description:**

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 pre-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, 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.

**Contents:**

Foreword Troy Ruhanen ix

Introduction Why Marketing Should Drive Innovation xi

PART ONE DISRUPTION AND INNOVATION 1

Chapter 1 Disruption and the Innovation Deficit 3

Chapter 2 Disrupt the Way You Innovate 7

Chapter 3 Disruption in Practice 13

PART TWO DISRUPTIVE PATHS TO INNOVATION 19

Chapter 4 Open Disruption 21

Chapter 5 Structural Disruption 29

Chapter 6 Asset-Based Disruption 41

Chapter 7 Reverse Disruption 47

Chapter 8 Sustainability-Driven Disruption 53

Chapter 9 Revival-Based Disruption 63

Chapter 10 Data-Driven Disruption 69

Chapter 11 Usage-Based Disruption 77
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: The Ways to New. 15 Paths to Disruptive Innovation
Web Address: http://www.researchandmarkets.com/reports/3335825/
Office Code: SCD2G26E

Product Format
Please select the product format and quantity you require:

Quantity
Hard Copy (Hard Back): ☐ USD 96 + USD 29 Shipping/Handling

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
 Account number 833 130 83
 Sort code 98-53-30
 Swift code ULSBIE2D
 IBAN number IE78ULSB98533083313083
 Bank Address Ulster Bank,
 27-35 Main Street,
  Blackrock,
  Co. Dublin,
  Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World