



Disrupt Yourself: Putting the Power of Disruptive Innovation to Work

Whitney Johnson

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Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different—they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist.

As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are:

- a self-starter ready to make a disruptive pivot in your business
- a high-potential individual charting your career trajectory
- a manager looking to instill innovative thinking amongst your team
- a leader facing industry changes that make for an uncertain future

We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.



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Kellie Stephens:

Spent a free time and energy to be fun activity to try and do! A lot of people spent their leisure time with their family, or all their friends. Usually they doing activity like watching television, going to beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your free time/ holiday? May be reading a book can be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to test look for book, may be the book untitled Disrupt Yourself: Putting the Power of Disruptive Innovation to Work can be fine book to read. May be it is usually best activity to you.

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