



Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)

By Jean-Marie Dru

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Disruption? It's nothing new. Just look at any of the breakthrough business ideas of the last thirty years—from Federal Express overnight delivery to Saturn's fixed sticker price—and you'll see a perfect example of the principle of disruption in action.

Still, do you really understand what makes these ideas great? On an intuitive level, maybe, but can you articulate it clearly, reproduce it to create your own business breakthroughs, and make it an integral part of how your company operates? Probably not—unless, of course, you're already familiar with the principles and practices spelled out in *Disruption*, the groundbreaking new book by global advertising and marketing authority Jean-Marie Dru.

To put it simply, disruption is about uncovering the culturally embedded biases and conventions that shape standard approaches to business thinking and get in the way of clear, creative thinking. It's about shattering those biases and conventions and setting creativity free to forge a radical new vision of a product, brand, or service. It's about spearheading change rather than reacting to it.

In *Disruption*, Dru shows you how to harness the enormous potential of this concept. He introduces innovative strategies for breaking down creative barriers and shows you how to analyze traditional approaches from new perspectives. Next, he provides valuable tools for identifying and cataloging conventions, including "what if," "multicultural analysis," and the "disruption bank." He then demonstrates—with the help of dozens of galvanizing examples from around the world—how to apply this knowledge systematically to create innovative competitive strategies, marketing campaigns, and operations plans that can revitalize your company or department.

Disruption is must reading for all advertising and marketing professionals, as well as business people who understand the value of creativity.

Praise for *Disruption*

"Dru offers not just a convincing context but a successful methodology for breaking out of creative ruts. There's nothing like stirring up a little turbulence to get new thoughts flying. In this book, Dru tells how to pump new energy into brands, with fresh, even revolutionary thinking." -Aldo Papone Senior Advisor, American Express Company

"Dru's advertising theories in Disruption are nontraditional, which is exactly what you need to regain the interest and trust of today's consumers." -Scott Bedbury Senior Vice President, Marketing, Starbucks Coffee Company

"Disruption is all about risk-taking, trusting your intuition, and rejecting the way things are supposed to be. Disruption goes way beyond advertising, it forces you to think about where you want your brand to go and how to get there." -Richard Branson Founder and Chairman of Virgin Group of Companies.

"I read Disruption with admiration and recognition. The neat marketing premise of disruption, as articulated, is brilliant. The case studies are compelling . . . making this an unusually easy read." -Owen J. Lipstein Editor-in-Chief, Psychology Today, Spy, Mother Earth News.

"I enjoyed reading Jean-Marie Dru's book and found myself nodding my head rather than nodding off. It's a timely and well-argued reminder of the need to be different." -David Abbott Chairman, Abbott Mead Vickers BBDO Ltd.

"Dru offers a truly absorbing compendium of the what, how, and why of creating advertising that takes consumers by surprise-advertising that is different but effective. He offers a distinctive approach to discovering unconventional but sensible ideas for brands and for the advertising that supports them -in print, TV, or the Internet." -Stephen A. Greyser Professor of Marketing/Communications, Harvard Business School.

"Disruption is a catalyst of the imagination, an invaluable

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Editorial Review

Amazon.com Review

Disruption: Overturning Conventions and Shaking Up the Marketplace is veteran advertising industry executive Jean-Marie Dru's iconoclastic proposal for replacing business-as-usual advertising and marketing philosophies with radical new thinking. He contends that this shift in thought will better position new and established products, brands, and services for the competitive battles to come. Dozens of laudable examples--from Oil of Olay and FedEx to TAG Heuer and Saturn--are fully examined, and suggestions for successfully employing their techniques are offered.

From Library Journal

Drawing from experiences as the founder and chair of a global advertising agency, Dru gives us this practical, refreshing approach to thinking about international advertising. His compelling concept of "disruption" is a three-step reasoning process for creating a set of new visions for successful growth. Dru first explores how firms can get in a rut with their advertising strategies. He then offers hundreds of examples of advertising in Europe, the United States, and Japan to explore cultural differences and government rules and regulations about advertising. Dru's last section provides more detail and looks toward the future. Rich with examples, this timely book is recommended for advertising-agency and marketing professionals as well as for corporate executives, consultants, and advanced students and academicians.

Joseph W. Leonard, Miami Univ., Oxford, Ohio

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Review

"The impact this work has had on the industry is visible everywhere" (The Drum, October 17th 2008)

Users Review

From reader reviews:

Stephen Ziegler:

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite book and reading a guide. Beside you can solve your condition; you can add your knowledge by the e-book entitled *Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)*. Try to make book *Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)* as your buddy. It means that it can be your friend when you really feel alone and beside associated with course make you smarter than previously. Yeah, it is very fortunate for you personally. The book makes you a lot more confidence because you can know every little thing by the book. So, let's make new experience in addition to knowledge with this book.

Hannah Norton:

Do you among people who can't read pleasurable if the sentence chained within the straightway, hold on guys this specific aren't like that. This *Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)* book is readable simply by you who hate the straight word style.

You will find the data here are arranged for enjoyable looking at experience without leaving possibly decrease the knowledge that want to supply to you. The writer associated with *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) content conveys prospect easily to understand by lots of people. The printed and e-book are not different in the articles but it just different such as it. So, do you nonetheless thinking *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) is not loveable to be your top listing reading book?

Thomas Daniels:

This *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) are generally reliable for you who want to be considered a successful person, why. The explanation of this *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) can be among the great books you must have is giving you more than just simple reading through food but feed an individual with information that perhaps will shock your prior knowledge. This book is usually handy, you can bring it almost everywhere and whenever your conditions at e-book and printed kinds. Beside that this *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) giving you an enormous of experience for instance rich vocabulary, giving you demo of critical thinking that we realize it useful in your day action. So, let's have it appreciate reading.

Tim Andrus:

Is it an individual who having spare time then spend it whole day by simply watching television programs or just lying on the bed? Do you need something totally new? This *Disruption: Overturning Conventions and Shaking Up the Marketplace* (Adweek Magazine Series) can be the response, oh how comes? A fresh book you know. You are consequently out of date, spending your spare time by reading in this fresh era is common not a geek activity. So what these books have than the others?

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