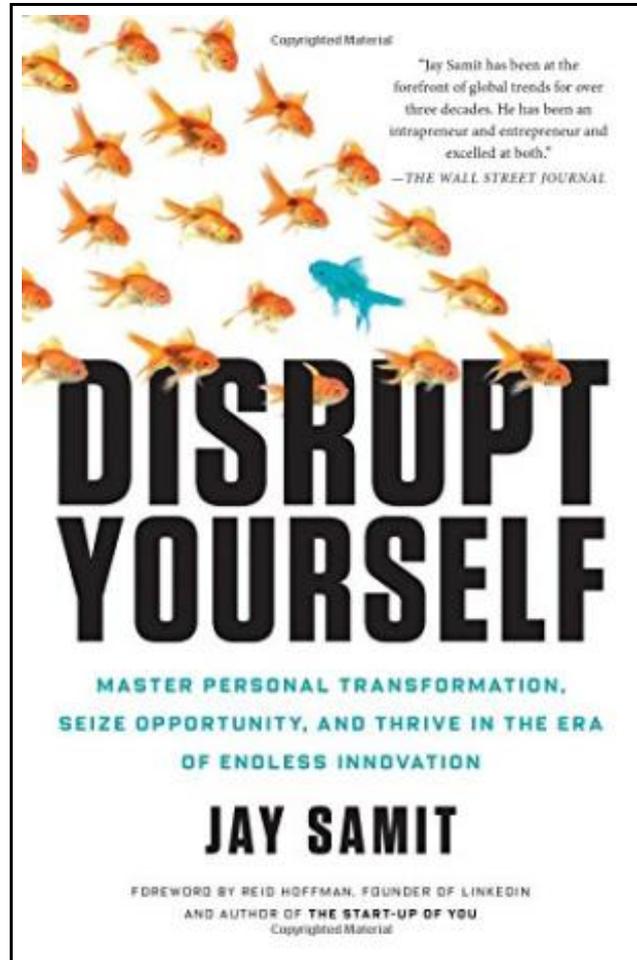


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Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, Disrupt Yourself (Main Market Ed.), Jay Samit, In Disrupt Yourself, innovator and digital media expert Jay Samit reveals how to achieve your goals and permanently alter the status quo through the art of self-disruption. In today's ever-changing and often-volatile business landscape, adaptability and creativity are more crucial than ever. Samit describes how specific strategies that help companies flourish - challenging assumptions, pinpointing one's unique value, and identifying weaknesses in the structure of current industries - can be applied at an individual level. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses - including Richard Branson, Steve Jobs, YouTube, the BBC, Virgin Media and many more - Samit shows how personal transformation can reap entrepreneurial and professional rewards. Disrupt Yourself offers clear and empowering advice for anyone looking to break through a creative barrier; anyone with a big idea but no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.



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