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## Disruption by Design: How to Create Products That Disrupt and Then Dominate Markets

By Paul Paetz

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Language: English . Brand New Book. From Eli Whitney to Henry Ford to Ray Kroc to Steve Jobs, market disruptors have reaped the benefits, including fame and fortune. But do you have to be that rare genius whose unique skills can literally change the world? No. Disrupting a market is a discipline that can be learned. Disruption by Design--a handbook for entrepreneurs, CEOs, product developers, innovators, and others who want to build products or create services that systematically disrupt markets--is the first book that shows you how. There is a huge difference between being an innovator and being a disruptive innovator. Disruptors change the basis for competition in markets, and they end up controlling market share--typically 40 to 80 of the total revenue and half or more of the total profits in the categories they create. But while many market opportunities have disruptive potential, only a small fraction of those ever succeed in disrupting markets. And, too often, those that do disrupt do so by accident. It doesn't have to be that way. Disruption by Design conveys lessons learned from successful disruptors, and from...



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