



Create Marketplace Disruption: How to Stay Ahead of the Competition, (paperback)

Adam Hartung

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Master the #1 Principle for Long-Term Market Dominance! The Phoenix Principle

“*Create Marketplace Disruption* is as thought-provoking as it is entertaining. Adam Hartung offers business managers and leaders new insights to long-term success that apply across markets and industries.”

–Steve Burke, President, Comcast Cable Communications, Philadelphia, PA

“Talking innovation is easier than practicing innovation. Adam offers an excellent approach for corporations to identify how to innovate to gain competitive advantage. A must read.”

–Praveen Gupta, Editor-in-Chief, *International Journal of Innovation Science* and Chairman, Accelper Consulting, Schaumburg, IL

Some companies can't change in response to market disruptions. Those companies die. Other companies do respond...eventually. They survive, but they see their profits squeezed, their growth flattened. Then, there are the long-term winners: companies that create their own disruptions and thrive on change. In *Create Marketplace Disruption*, Adam Hartung shows how to become one of those rare companies, creating lasting growth and profits.

This book reveals why so many companies behave in ways that are utterly incompatible with long-term success...and why even “good to great” companies are struggling for air. You'll discover how to reposition your organization away from the Flats and Swamps of traditional Defend and Extend Management and back into the Rapids of accelerated growth. Hartung demonstrates how to attack competitors' Lock-ins, make their Success Formulas obsolete, and create the White Space needed to invent your own new formulas for success. *Create Marketplace Disruption* shows how disrupting yourself is critical to reaping the benefits of market changes, and part of a process that executives and strategists can reproduce over and over again for improved results.

How we got into this mess—and how to get out of it

The myth of perpetuity and the dark side of success

Reinventing success: no more Defend and Extend

Creating your new Success Formulas and keeping them competitively advantaged

Why “thinking outside the box” doesn't work

First, get outside the box. Then, think!

Maintaining “The Phoenix Principle” for long-term success

Practicing Disruption until it comes naturally

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