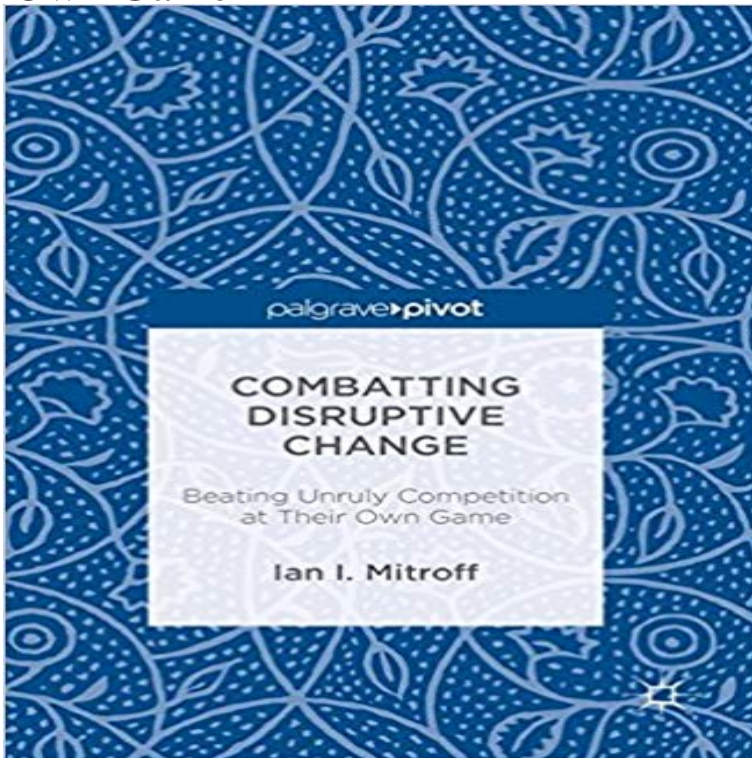


Combatting Disruptive Change: Beating Unruly Competition at Their Own Game



This book is a critical examination of the main ideas regarding disruptive change and startups. It systematically lays out the full set of challenges and tasks one needs to master in order for existing organizations to weather severe change or make a startup successful. Ian Mitroff outlines the protective actions business leaders must take to ensure their continued existence, providing a clear demonstration of the key roles leaders must assume such as Applied Epistemologist, Applied Ethicist, Applied Systems Thinker, Applied Social Psychologist, and Applied Crisis Manager, and how to perform these roles competently. Citing cases such as Facebook, Uber, and Airbnb, this book uniquely analyzes the disrupting agent in emerging industries, which is crucial for success in today's complex and turbulent world. It will be of value to students, academics, and entrepreneurs looking to develop a new product or service.

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