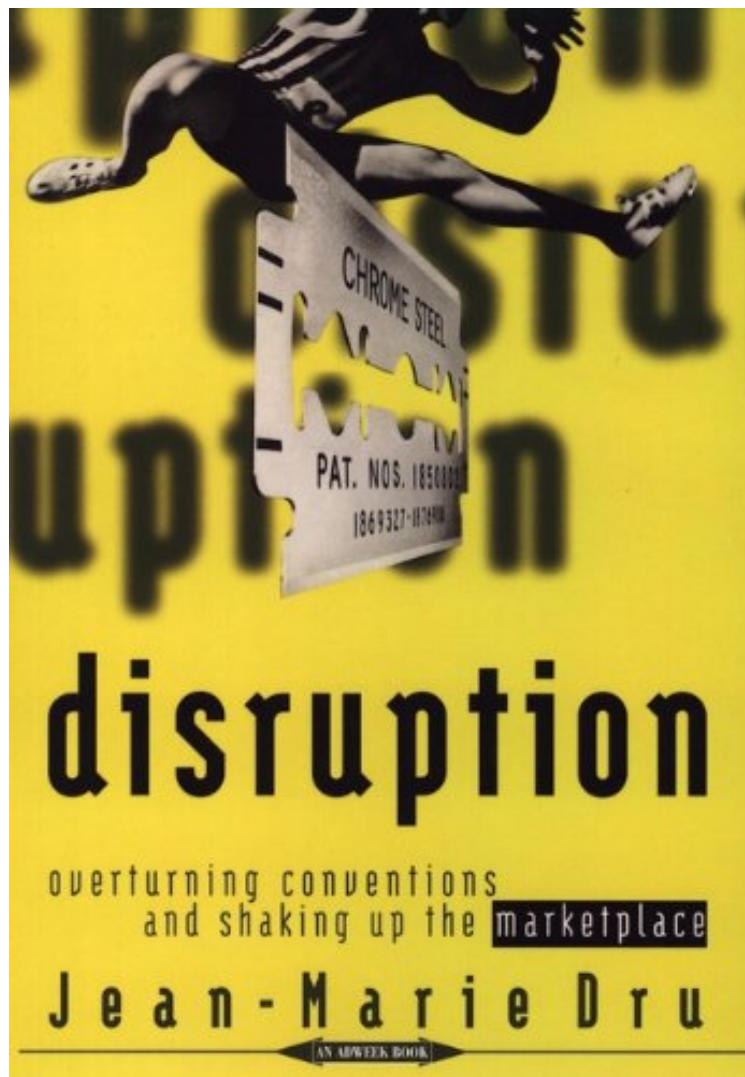


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## Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)

*Jean-Marie Dru*

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**Jean-Marie Dru : Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Disruption: Overturning Conventions and Shaking Up the Marketplace (Adweek Magazine Series):

0 of 0 people found the following review helpful. Five StarsBy ChrisGOOD BOOK2 of 5 people found the following review helpful. A little disruption.By David A. StedmanThere are a few great truths here spread out among a good bit of superfluous material, but the truths are worthy of a read. The essential gem of the book is properly communicated in

the title. If you want to make an omelette, you have to break some eggs. The trick is knowing when to take a risk and then managing that risk to achieve a desirable outcome. That is the heart of the book. Dru often digresses into lengthy asides and stories that don't always illustrate or relate to her point. For example, I now know more than I care to know about her views on the differences between the American and European consumer. (Frankly she contradicts herself here.) Naturally there are cultural nuances that must be taken into account with most any marketing assignment, but having said that, she should have moved on and made that the subject of another book. The important thing, in marketing and in business, is to sell product. No one cares much about winning awards, except for the creative and art directors. In the end, the consumer votes with his dollar, yen, peso or euro. That's the award that really counts, and toward that end, a little 'disruption' is a good thing! 10 of 0 people found the following review helpful. Disruption By Ralph I felt the book was written for me and the process I have gone thru to develop a disruptive products that consumers understand but retailers are afraid it will rreduce the amount of product they sell, 3 major retailers said the product was superior to any they had in their store BUT my product was so good it would invalidate other like items in their inventory.

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

.com *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 Copyright 1996 Reed Business Information, Inc. "The impact this work has had on the industry is visible everywhere" (The Drum, October 17th 2008)