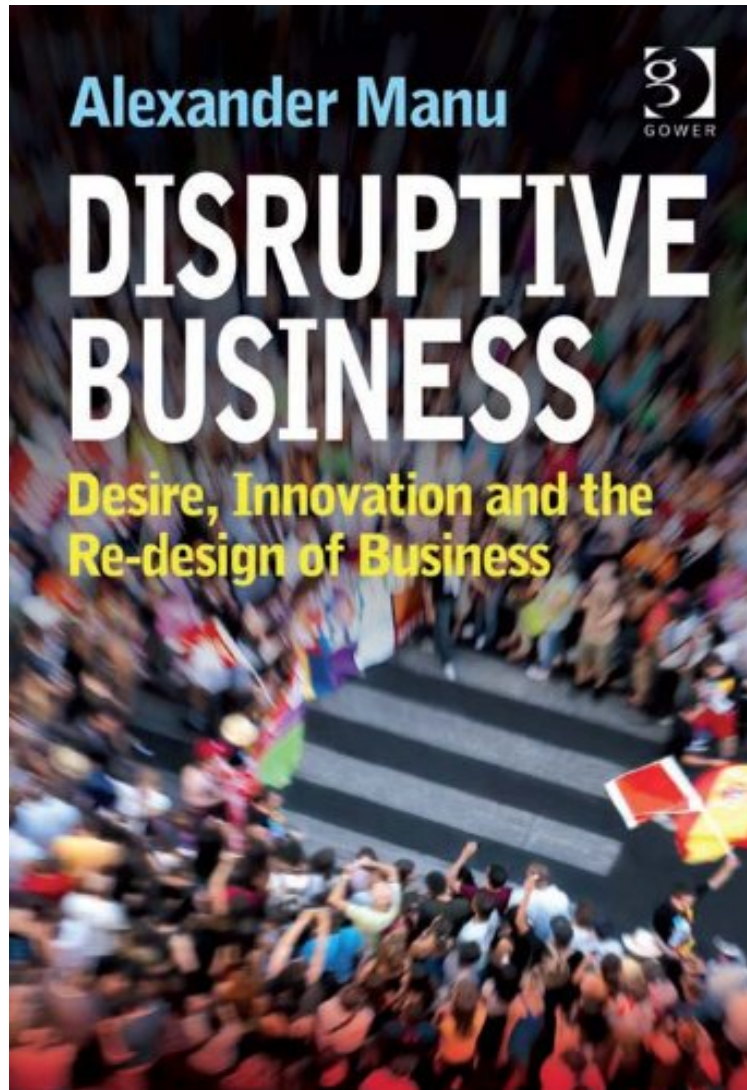


[Download free pdf] Disruptive Business: Desire, Innovation and the Re-design of Business

Disruptive Business: Desire, Innovation and the Re-design of Business

Alexander Manu

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#2772160 in eBooks 2012-09-28 2012-09-28 File Name: B0091Q6YYK | File size: 40.Mb

Alexander Manu : Disruptive Business: Desire, Innovation and the Re-design of Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Disruptive Business: Desire, Innovation and the Re-design of Business:

1 of 1 people found the following review helpful. A MUST read for anyone involved in Innovation! By Andrew Guido / iQuest Inc. This is the second book I have read from Alex Manu which sets the bar even higher than his previous book The Imagination Challenge. Alex challenges the conventional notion of innovation and provides an entirely new definition. In his book he systematically helps you rethink what you know about innovation and offers new models

connecting desire and behaviour and how that is at the heart of creating a disruptive business. Too many of us focus on "the" disruptive technology but this is only a means to an end. The disruption comes from the behaviour and Disruptive Business will help you deconstruct this so you can apply it to your business, products, or services. I paid the full price for this book before discounted it and have already gotten enormous value. No regrets. If you need to rethink your business or products or services I highly recommend this book, it will help you change your perspective a precondition for change. Disruptive Business

Disruptive Business is a provocative and insightful redefinition of innovation as an outcome of human behaviour, a dynamic in constant change requiring the shaping of new responses in business and the economy. Alexander Manu believes that organizations must treat innovation not as a process to be managed but as an outcome that changes people's lives. In Disruptive Business he explains how innovation is the moment when human behaviour is changed by a particular invention, discovery or event. This position challenges the current understanding of innovation, as well as the current ecology in which innovation operates in organizations: its management, methods, tools, language, focus and metrics. The challenge extends to some of the labels currently applied to innovation typologies, such as 'disruptive innovation', seen today as addressing purely the technological side of an invention, rather than the more complex motivational and behavioural side. Alexander Manu considers that a disruption is not manifest in the moment a new technology is introduced. The disruption is the human being and manifest only when human motivation embraces the technology and uses it to modify and improve everyday life. Our acceptance and appropriation of new technologies creates the business disruption. Manu makes the case that successful innovation outcomes are answers to conscious or subconscious goals residing in human motivation, and motivation starts in desire. This position is consistent with the history of innovations that have changed, improved and reshaped human life, and also consistent with their roots and ethos. Humans are a 'perpetually wanting animal', bound to desire, to seek media for a better self and to need innovation. In this dynamic, innovation is the constant and business is the variable. The role of business is to create the tools, objects and services through which people can manifest what they want and who they are. The book provides a new perspective of current behavioural disruptions which are relevant to the continuity of business, as well as a set of practical methodologies for business design, aimed at creating innovation outcomes of value to users.

For students of satire, the analyses of individual plays provide excellent models for evaluating the multidimensional effects of satiric vituperation... For students of Renaissance culture, historical contextualizations of the plays at the beginning of each chapter illuminate the political, economic, social, and moral conditions that made it possible for such a proliferation of implicit and explicit sexual allusions to be performed on the Renaissance stage.' Renaissance Quarterly 'Sex may have lost its shock value and, according to George S. Kaufman, "satire is what closes on Saturday night," but this book reminds us of their literary significance.' The European Legacy About the Author Alexander Manu is a strategic innovation practitioner, international lecturer and author. He works with executive teams in Fortune 500 companies in industries as diverse as consumer packaged goods, media, advertising, mobile communications and manufacturing. Alexander lectures around the world on innovation, imagination, change agents and strategic foresight. He is a Senior Partner and Chief Imaginator at InnoSpa International Partners, teaches Innovation, Foresight and Business Design at the Rotman School of Management, and is a Professor at the Ontario College of Art and Design and in Toronto. In his client and research work, Alexander is involved in transforming organizations by exploring and defining new competitive spaces, the development of new strategic business competencies and creation of imaginative innovation methods. Author of 'Everything 2.0: Redesign your Business Through Foresight and Brand Innovation', 2008 'The Imagination Challenge Strategic Foresight and Innovation for the Global Economy', 2006, 'ToolToys: Tools with an Element of Play', 1995, and 'The Big Idea of Design', 1999. Alexander has an exceptional and sustained activity as an international lecturer, being invited to give over 300 keynote lectures in 23 countries.