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with a quote from Jerry Garcia, so you know it's going to be different: "We do not merely want to be the best of the best. We want to be the only ones who do what we do." That said, Williams' core thesis is not a new one: The only way for a business to succeed is to cultivate disruptive innovation, even if it disrupts their existing business.

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Disrupt: Think the Unthinkable to Spark Transformation in Your Business, Second Edition shows you exactly how to generate and execute those solutions. Luke Williams reflects his experience creating disruptive products and services at frog design, one of the world's leading innovation firms.

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Book Review: DISRUPT - Think the Unthinkable to Spark Transformation Author Luke Williams packs a lot into this short 5-chapter book (182 pages).

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Williams wants you and I to learn to think “disruptively.” In the preface he writes, “I’d argue that, today, there’s actually too much differentiation going on.”

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