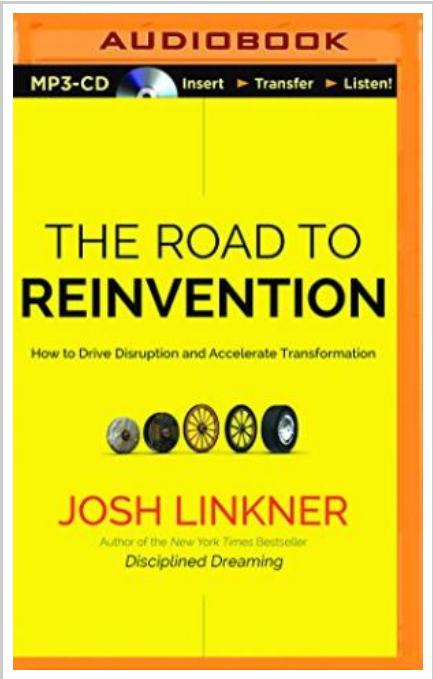


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The Road to Reinvention: How to Drive Disruption and Accelerate Transformation

By Josh Linkner

Audible Studios on Brilliance, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 188 x 142 mm. Language: English . Brand New. Companies, communities, and individuals fail for many reasons, but one of the most common and easily avoidable is the failure to reinvent. When people and organizations rest on prior successes rather than driving purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces.The most successful companies, brands, and individuals make reinvention a regular part of their business strategies. Transformation demands an ongoing process of discovery and imagination, and The Road to Reinvention lays out a systematic approach for continually challenging and reinventing yourself and your business. Venture capitalist and serial entrepreneur Josh Linkner identifies six elements in any business that are ripe for reinvention and shares examples, methods, and step-by-step techniques for creating deliberate, productive disruption.Throughout The Road to Reinvention, Linkner also explores the history the great rise, unprecedented fall, and now rebirth of his beloved hometown, Detroit. First rising to greatness as the result of breathtaking innovation, Detroit had generations of booming growth before succumbing to apathy, atrophy, and finally bankruptcy. Now, the city is rising from the ashes...

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