



Beyond Disruption: Changing the Rules in the Marketplace

By Dru, Jean-Marie

Wiley, 2002. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction (J. Dru).Seven Disruption Stories.DISRUPTION CONTEXT.America, the Disruptive Brand (C. Scott and T. Carroll).Disruptive Organizations (A. Charbonneau).Disrupting Marketing Conventions (D. Hackworthy and I. Leslie).DISRUPTION AT WORK.First Impressions (N. Dawson).State of the Art (J. Hunt and M. Jamieson).Workshops (J. Hunt and M. Johnson).Tools (F. Clancy).DISRUPTION SCOPE.Disruption across Disciplines (G. Hilton and A. Maclean).Street-Level Disruptions (Anna, Johan, Claes, Albin and Friends).Tactile Disruptions (L. Gavin).Disruption On-line (H. Albrecht,et al.).Disruption, Interruption, Permission (L. Coots).Disruptive Media Planning (M. Karo).Disruption in Political Advertising (T. Beattie and R. Alexander).Disruption in Emerging Markets (G. Heron and S. Mahapatra).The Luxury of Disruption (A. Stagliano).DISRUPTION TOMORROW.Insights (R. Monturo).Connections (N. McLean).A New Business Model (R. Birge and D. O'Malley).Conclusion (J. Dru).Index.



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-- **Justus Hettinger**

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