



2nd Edition

DISRUPTIVE TECHNOLOGIES

A framework to understand, evaluate and respond to digital disruption

AUTHOR:	Paul Armstrong
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Disruptive Technologies offers a three-step framework to readers, enabling them to take control of how their company responds to technological change. Readers will leave confident in the knowledge that they have a workable system with which to navigate the on-going technological disruption because it demonstrates how to comprehend a new technology, assess the challenge it poses, and then respond to it. This second edition of the book includes new chapters on the metaverse and Web 3.0, as well as case studies and discussions of cutting-edge technologies like NFTs, artificial intelligence, virtual and augmented reality, graphene, and 3D/4D printing.

Companies have little chance of surviving the ongoing storm of digital disruption if they do not comprehend how emerging technologies will affect their operations, supply chains, employees, and products. This book is an indispensable manual for developing a reliable response to the ongoing technological upheaval.

This book is ideal for directors, board members, and the C-suite who wish to understand, and become adept at responding to

disruptive technologies. it is a must have for those who work in risk management and or business strategy.

ABOUT THE AUTHOR:

Paul Armstrong currently runs his own private emerging technology advisory: TBD Group/FORTH. He is an experienced social media and technologies strategist. He started his career with Myspace, Sony and Activision in the United States before returning to the UK to join Global media agency, Mindshare, to head up their social technologies team. He is an in-demand speaker on emerging technologies, big tech platforms and strategy. He regularly advises brands like Coca-Cola, Meta, Experian, Sony Music, P&G, PwC and technology start-ups. Paul contributes to multiple outlets including The Guardian, Cool Hunting and Forbes and is a trusted source for the likes of the Financial Times, Wall Street Journal, BBC, and CNN. ■