



Create Marketplace Disruption: How to Stay Ahead of the Competition, (paperback)

By Adam Hartung

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Master the #1 Principle for Long-Term Market Dominance! The Phoenix Principle

“*Create Marketplace Disruption* is as thought-provoking as it is entertaining. Adam Hartung offers business managers and leaders new insights to long-term success that apply across markets and industries.”

—Steve Burke, President, Comcast Cable Communications, Philadelphia, PA

“Talking innovation is easier than practicing innovation. Adam offers an excellent approach for corporations to identify how to innovate to gain competitive advantage. A must read.”

—Praveen Gupta, Editor-in-Chief, *International Journal of Innovation Science* and Chairman, Accelper Consulting, Schaumburg, IL

Some companies can’t change in response to market disruptions. Those companies die. Other companies do respond...eventually. They survive, but they see their profits squeezed, their growth flattened. Then, there are the long-term winners: companies that create their own disruptions and thrive on change. In *Create Marketplace Disruption*, Adam Hartung shows how to become one of those rare companies, creating lasting growth and profits.

This book reveals why so many companies behave in ways that are utterly incompatible with long-term success...and why even “good to great” companies are struggling for air. You’ll discover how to reposition your organization away from the Flats and Swamps of traditional Defend and Extend Management and back into the Rapids of accelerated growth. Hartung demonstrates how to attack competitors’ Lock-ins, make their Success Formulas obsolete, and create the White Space needed to invent your own new formulas for success.

Create Marketplace Disruption shows how disrupting yourself is critical to reaping the benefits of market changes, and part of a process that executives and strategists can reproduce over and over again for improved results.

How we got into this mess—and how to get out of it

The myth of perpetuity and the dark side of success

Reinventing success: no more Defend and Extend

Creating your new Success Formulas and keeping them competitively advantaged

Why “thinking outside the box” doesn’t work

First, get outside the box. Then, think!

Maintaining “The Phoenix Principle” for long-term success

Practicing Disruption until it comes naturally

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Praise for Create Marketplace Disruption

"How do you participate in market disruptions which threaten your current leadership status? In this book, Adam Hartung shows how critical it is to break free from the 'Defend and Extend' thinking that blocks adaptation to the new markets and set forth on an 'Attack and Explore' agenda to engage directly with the new market dynamics. This is just the kind of thinking needed to deal with the creative destruction that underlies global capitalism today."

—Geoffrey Moore, Author, *Dealing with Darwin: How Great Companies Innovate in Every Phase of Their Evolution*, Managing Director TCG Advisors, San Bruno, CA

"Adam Hartung presents a fresh perspective and compelling case that demands business leaders harness the courage of an entrepreneur, always pursuing new markets, thirsting for opportunities to disrupt the status quo. Every business should apply Mr. Hartung's principles when hiring—only hiring those individuals prepared to question the Success Formula creating its corporate culture, and vigorously willing to pursue White Space."

—Ken Daubenspeck, Chairman and CEO, Daubenspeck and Associates, Ltd., Chicago, IL

"Adam Hartung offers courageous leaders a new language system and framework for generating long-term profitable growth. Rich with compelling metaphors, stories, and illustrations, *CreateMarketplace Disruption* explains why even aggressive efforts to reinvent an organization's Success Formula will certainly fail unless leaders create Disruptions and design new White Spaces for action. Hartung's Phoenix Principle for overcoming internal barriers provides leaders with practical tools for designing evergreen business models to keep companies ahead of declining results and obsolescence. The book is scholarly and innovative, persuasive and grounded; an easy read, every leader needs to understand Hartung's framework and heed his advice."

—Judi Rosen, Strategic Advisor, former Managing Director, CSC Index and President, The Concours Group, Glencoe, IL

"Adam Hartung blends stunning lessons learned from the fallen giants of business with set-you-back-in-your-seat insights that make this a must read for all business leaders of large and small companies alike. *CreateMarketplace Disruption* dramatizes why you can't minimize risk without minimizing change and the inherent dangers of perpetuating Lock-in thinking and yesterday's Success Formulas. Hartung provides an intelligent blueprint for achieving what every business craves—competitive advantage and renewable growth. Smart, sophisticated treatment of a topic that no business executive worth his/her stock options can ignore—how to grow and differentiate your business. Adam Hartung's 20 plus years of consulting, innovation, and strategy expertise are powerfully and clearly presented in this gem of a book."

—John Popoli, President Lake Forest Graduate School of Management, Lake Forest, IL

"*Create Marketplace Disruption* is an engaging, enlightening, frightening, and occasionally upsetting book. The author uses a very wide range of examples to illustrate what kinds of trouble businesses can get themselves into, and how difficult it can be for them to get out. The analysis of these examples is at once deep and clear, allowing readers to readily apply the lessons to their own situations. By emphasizing that

managers may need to disrupt their own lives in order for their businesses to succeed, the book explains why some organizations can succeed repeatedly over a long period of time, while others seem to bounce from disaster to disaster until they ultimately fail. Although the book is enjoyable to read, its contents will repay careful thought and periodic revisiting. It's a book to keep in mind, and close at hand, whenever an organization faces the need to move beyond its current Success Formula and develop an effective plan for the future."

—Dr. Michael Vitale, Commercialization Director, Monash Asia-Pacific Centre for Science and Wealth Creation, Monash University, Victoria, Australia

"This is a disruptive book. In times of ever accelerating, deep change survival through 'ever better management' is an illusion. Perfecting non-sense is nonsense. The contrarian mind provokes discomfort, seeks unknown land, studies, tries, and learns; that is what the author does. This is the book for the entrepreneur in us. White Space allows us to unite the entrepreneurial soul with corporate resourcefulness. Adam's framework should be tried."

—Jost Stollman, Founder, CompuNet Computer AG, former Shadow Minister Economy and Technology Federal Republic of Germany, CEO, Tyro/Moneyswitch, Ltd., Sydney, Australia

"With fresh insight into how previous best practices often led businesses into trouble, Adam Hartung now gives us a new approach to management which can improve performance and long-term success. *CreateMarketplace Disruption* gives CEOs of small-to-mid-size companies new tools to compete more effectively in today's dynamic, global markets."

—Scott Hawkins, CEO, The Hawkins Companies, Atlanta, GA

"*Create Marketplace Disruption* moves beyond reframing old ideas about business by providing a model for competing more effectively in our constantly changing markets. Leapfrogging tired concepts which have largely focused on doing more of what you've always done, Adam Hartung focuses us on doing what it takes to do better. This is the book that all executives who want to leave a positive legacy must read!"

—Ron Kirschner, Chairman, Heartland Angels, Chicago, IL

"The insights provided by Adam Hartung make this book a must-read for all entrepreneurs. This is a blueprint for generating more wealth and getting to investor returns faster by maintaining White Space despite the pull of Lock-in (behaviors that create failure)."

—William A Johnson, Founder and CEO, Community Alternative Energy Resources Group, New York, NY

"Create Market Disruption is an outstanding approach for creating and maintaining growth and profitability in an increasingly dynamic and uncertain global economy. More importantly, the book moves beyond concepts with a well crafted set of tools and techniques for implementing changes that are relevant regardless of industry or company size."

—Sumeet Goel, Managing Director, HighPoint Associates, Los Angeles, CA

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