Disruption Denial: How Companies Are Ignoring What Is Staring Them in the Face

David Guillebaud

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Disruption Denial: How Companies Are Ignoring What Is Staring Them in the Face David Guillebaud We live in a world of constant change and disruption caused mainly by new technology. Yet, in business, there is widespread apathy, paralysis and confusion in many established companies in face of the obvious scope, scale, reach and pace of disruptive change. Why? Because denial is the natural default response, given how executives' brains function and how they are trained. This important book examines why companies seem paralyzed in the headlights of onrushing digital and other disruption. In analyzing and understanding this tendency towards denial in companies, the author is then able to guide executives to begin seeing a new perspective to coping with the transformation challenge that faces them. Full of insightful case studies and lessons gained from the author's work with leading companies, this is a hugely timely book when virtually all companies and executives must deal with the threat of disruptive change.

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