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BIG BANG DISRUPTION

CHAPTER 1: What Is Big Bang Disruption?

Big Bang Disruption is a dramatic new kind of innovation. Instead of entering the market as a product that is either inferior to or more expensive than those of established incumbents, a Big Bang Disruptor is both better and cheaper from the moment of creation.

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Strategy in the Age of Devastating Innovation BIG BANG

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This kind of “big bang” disruption can devastate entire product lines virtually overnight. Look at the effect that free navigation apps, preloaded on smartphones, had on the market for devices made by TomTom, Garmin, and Magellan. Big-bang disruptions

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often come out of the blue from people who aren't your traditional competitors.

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Big Bang Disruptions Upend Conventional Wisdom Conventional Wisdom Big-Bang Wisdom Focus on only one strategic “discipline” or “generic strategy” -low cost, product innovation, or customer intimacy.

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First target a small group of early adopters and later enter the mainstream market.

Big Bang Disruption - Pepperdine University School of

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Big bang disruption is large-scale fast-paced innovation that can disrupt stable businesses very rapidly. The strength of the book is to document what is

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known about the
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of...

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This is a thought-
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Paul Nunes and Larry Downes - Big Bang Disruption

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end of 2009: -
TomTom's revenues
fall from peak by 15% -
Garmin auto sales fall
from peak by 20% •
Today ...

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(2014) explains how
disruptive innovations
are endangering many
of today's businesses,
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industrial organization,
technological change

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