

DISRUPTION: IT'S NOT JUST FOR STARTUPS ANYMORE™

PRAISE FOR COLLECTIVE DISRUPTION

*"We need this book NOW! **Collective Disruption** will inspire big brands to stop just talking and to actually jump headfirst into innovating. Companies can reap incredible rewards, including creating entrepreneurial mindsets and new levels of growth."*

— **Ed Kaczmarek**, cofounder, Brand Accelerator (previously director of innovation and emerging technology, Mondelēz International)

"If you're a business leader in a large company who wants to be successful in transformational innovation, you can't simply stay within your four walls. Docherty provides a compelling framework to accelerate growth by tapping into the startup ecosystem for disruptive innovations."

— **Asoka Veeravagu**, VP new business development, Jarden Consumer Solutions

"As industries of all kinds face disruption by startups, it is more important than ever to have a plan for corporate/startup co-creation. Docherty provides this very road map to help companies figure out how to not just keep up but lead the change."

— **Dave Knox**, CMO, Rockfish, and cofounder, the Brandery (top 10 accelerator)

"I can't think of anyone better than Docherty to write about collaboration between small and large companies. His years of experience in corporate and startup worlds give him unique street cred and a track record of delivering the goods."

— **Stan Lech**, president, PharmaMax (previously VP global wellness R&D, GlaxoSmithKline Consumer Healthcare)

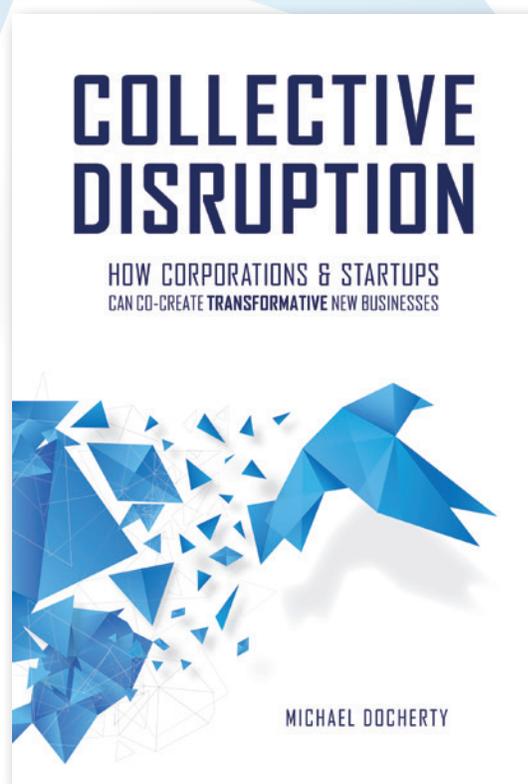
Disruption is the new mandate for large companies. Too often, disruption is a bad word—something you don't see coming. It doesn't have to be that way. This book is about changing that paradigm and learning to embrace disruption through collaboration.

Whether you're an executive trying to drive growth in a change-resistant organization or an entrepreneur with a big idea and looking for corporate partnerships, this book is for you.

Collective Disruption provides a roadmap and framework for co-creating new businesses. Read it and you'll learn how to:

- Build and leverage an innovation network as a pipeline for new sources of growth
- Bring entrepreneurial and lean methods into the corporate context with a balanced approach that works
- Discover, define, incubate, and integrate new sources of growth with a new mindset of co-creation
- Apply new incubation models that others are using successfully, including leveraging accelerators and 'on-demand' entrepreneurs

Large corporations need new sources of growth, but struggle to embrace entrepreneurial, high-risk opportunities. Many startups excel at using speed and agility to incubate breakthrough ideas, but lack access to brands and distribution for scale. Large companies and startups can help each other. Together, they can collaborate earlier and more deeply in creating and scaling transformative innovation and new business opportunities.



COLLECTIVE DISRUPTION: HOW CORPORATIONS AND STARTUPS CAN CO-CREATE TRANSFORMATIVE NEW BUSINESSES

By **Michael Docherty**
Polarity Press

Hardcover: \$21.95

Paperback \$15.95

eBook (Kindle) \$9.95

For information and resources:
www.collectivedisruption.com



MICHAEL DOCHERTY brings unique perspective to this book, having been a successful senior corporate executive, entrepreneur, and venture capitalist. He's passionate about the intersection of corporate innovation and entrepreneurship for co-creating new businesses and business models. As CEO of Venture2, a consulting and new ventures firm, he works with leading brand companies and startups to commercialize breakthrough new products and businesses. Corporate clients include Unilever, Merck, Cisco, Jarden, and many others. Mike holds an MBA from Northwestern University's Kellogg Graduate School and a BSME from Drexel University. He is a highly rated international speaker on innovation and corporate venturing and is an active supporter of the entrepreneurial community.