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Luke Williams' new book Disrupt opens with a quote from Jerry Garcia, so you know it's going to be different: "We do not merely want to be the best of the best. We

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want to be the only ones who do what we do." That said, Williams' core thesis is not a new one. The only way for a business to succeed is to cultivate disruptive innovation, even if it disrupts their existing business.

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Transformation Author
Luke Williams packs a
lot into this short
5-chapter book (182
pages). Williams wants
you and I to learn to
think “disruptively.” In
the preface he writes,
“I’d argue that, today,
there’s actually too
much differentiation

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