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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 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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Book Review: DISRUPT - Think the Unthinkable to Spark 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 going on."

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