



# **Do Disrupt: Change the status quo. Or become it.** **(Do Books)**

*Mark Shayler*

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# Do Disrupt: Change the status quo. Or become it. (Do Books)

Mark Shayler

## **Do Disrupt: Change the status quo. Or become it. (Do Books)** Mark Shayler

This book is about disruption. About doing things differently. About having ideas that will change the world. That will at least change your world. It's also about delivering those ideas. *Do Disrupt* is a workbook that will help you create or refine your business idea and take it from concept to market. It will encourage you to define your customer, identify the competition... and then out-smart them. You'll also find out why you need a chat with your Gran and a tape measure. If you're starting a new business, it's not enough to shake things gently. It's about thinking big. Being innovative. Making a difference.

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