



Disruption Off: The Technological Disruption Going for Your Company and What To Do About It by Terry Jones, Founder of Travelocity and Founding Chairman of Kayak.com

In his new book, *Disruption OFF*, Digital Disruptor, Terry Jones shares his thoughts on the new technologies and business models that startups and competitors are deploying to disrupt your company. More importantly he outlines the tools and techniques you must use to avoid disruption.

This book gives you insights that can help turn your business from the disrupted into the disruptor.

Disruption OFF outlines key disruptive technologies including:

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| AI | Cloud |
| 3D Printing | Drones |
| Big Data | 5G |
| VR | and more |

Terry takes us through examples of how industries are deploying these technologies to their competitive advantage.

He details the new business models that come along with these technologies. Models such as: Sharing, Platforms, Ecosystems Outcomes and Subscriptions are discussed in depth so you can learn the advantages in putting them to work.

Finally, the book gives you a set of tools and techniques that can help you put these technologies and models to work to gain profit, share and business advantage. You will learn how to, “Create fearlessness”, “Fix the Odds”, “Lose the luddites”, “Why you should say why” and “Why you shouldn’t play pinball”.

Written by Terry Jones, a serial entrepreneur who co-founded two Internet Unicorns (Billion dollar startups), *Disruption OFF* lets you in on Terry’s startup playbook so you can learn to stay as nimble as the 21st century requires. Any leader of a traditional company needs to read *Disruption OFF* to stay ahead in this rapidly changing world.

Praise for Disruption OFF

- “Terry Jones is that rare combination of been-there innovator and captivating storyteller. His challenge to us, that we shed our old skin in favor of innovative renewal should be gospel for the 21st century.” ~ Tom Wheeler, Former FCC Chairman and Author of “From Gutenberg to Google: A History of our Future”
- “Having worked with Terry, I’ve experienced his unique ability to identify and adopt the technologies needed to disrupt businesses. The lessons introduced in *Disruption OFF*, will help teach you to go from disrupted to disruptor.” ~Thaddeus Arroyo, CEO, ATT Business
- “I’ve known Terry as a speaker, chairman and advisor. *Disruption OFF* will allow you to benefit from Terry’s experience through many cycles of technological disruption and learn to adapt your business in a pragmatic and effective way.” ~Jesus Mantas, Chief Strategy Officer, IBM Consulting

Terry Jones is a world class lecturer and author. *Disruption OFF* is his second book.

