

BEYOND DISRUPTION

CHANGING THE RULES IN THE MARKETPLACE



JEAN-MARIE DRU

AN **ADWEEK** BOOK

A collaborative work

by Jean-Marie Dru

and business partners

BEYOND DISRUPTION

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An Adweek Book



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DISRUPTION

It's more than a noun.

It's more than a book.

It's more than a process.

It's a way of thinking.

It's a way to look at our clients' business and find opportunity.

It's a way of defining how brands should act.

It's a lens through which the world should view our network.

It's how each of our agencies should do business every day.

Think boldly.

Sell brave ideas.

Create dramatic business results for our clients.

Disruption means dismantling of the status quo
and replacing it with something bold and new.

It can be the most powerful thing we sell.

It can be what the world expects us to do.

It can define who we are.

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