Armstrong

Disruptive Technologies

A Framework to Understand, Evaluate and Respond to Digital Disruption

The next two decades will see more waves of technological disruption than the previous fifty. Adaptability and understanding of technological changes are now mission-critical to every business. Disruptive Technologies offers a three-step framework that enables readers to choose how their business responds to technological upheaval rather than being led by changes forced upon them. Showing how to understand a new technology, evaluate the challenge it poses, and finally respond to it, readers will come away secure in the knowledge that they have a workable system with which they can navigate ongoing technological disruption. This second edition features new chapters on the Metaverse and Web 3.0, as well as case studies and discussions of emerging technologies such as NFTs, artificial intelligence, virtual and augmented reality, graphene and 3D/4D printing. If companies do not grasp how developing technologies will impact their operations, supply chains, people and products, they have little hope of weathering the ongoing storm of digital disruption. Disruptive Technologies is your essential guide to creating a stable response to constant technological upheaval.

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