

Media XXI on Business Innovations and Disruption

Series Editor-in-Chief: Robert DeFillippi

Introduction to Book Series

This series is dedicated to understanding how disruptive innovations are reshaping industry boundaries and challenging conventional business models and business practices of organizations within a wide range of industries and institutional sectors worldwide. The technology of the Internet, social forces driven by social media, globalization shifts in market demand and innovation supply capabilities, the development of new portable digital devices with greater capabilities and smaller size, and the decreasing costs of new information technology are all coming together in creating a tsunami that is changing the way we live and work.

The aspiration of this book series is to understand some of the common forces behind the disruptions occurring in so many industries today and identifying the most promising disruption focused strategies and responses by organizations to create new value propositions, business models and business practices that can enable these industry participants to cope with and eventually thrive as their industries and sectors are transformed.

Disruption as commonly understood refers to a transformation in an industry or sector often linked to technology-based innovation in products, services and/or business models for creating value. These disruptive innovations typically create business threats and opportunities not nominally predictable from past historical experience and thus require incumbent participants to engage in strategic behavior and organizational practices that represent some degree of departure from past successful and familiar strategies and practices. The academic study of disruption has roots in the academic research and theory of disruption promulgated by Harvard Business School professor Clayton Christensen but the notion of disruption has attracted a wider community of both scholars and practitioners who have recognized the emergence of disruptive phenomena in a widening range of industries and institutional sectors.

One gap that this book series seeks to fill is that between the academic study of disruption by innovation scholars largely based in business school settings and disruption studies by scholarly experts from non business school disciplines, including the broader social sciences (e.g. sociology, political science, economic geography) and professional service and media based disciplines (e.g. journalism, communications and media studies). However, disruption and transformation are occurring in all manner of industries and over time this book series hopes to explore disruptive phenomena occurring in industries and settings that might not appear to the casual observer to be vulnerable to disruptive forces.

The book series will take an eclectic theoretic orientation towards disruption and entertain a plurality of perspectives on public or private policy prescriptions for coping with disruptive change in the industries or organizations under examination in any given volume. However, this book series does demand that each contributor make explicit their theoretic perspective and orientation toward disruption and transformation and this editor will take pains to acknowledge for each volume how alternative theories of disruption and disruptive change may serve as

theoretic platforms for understanding disruption and for coping with disruptive forces. Similarly the book series will take an eclectic orientation towards the types of disruption-focused strategies, processes and practices being undertaken by organizations and industries and our book series will not assume that there is a one-size-fits all solution to the challenges of industry disruption. Each industry and different organizations within the same industry may find different paths to successfully coping with the challenges of disruptive innovation and change and the aspiration of this book series is to identify a wide range of promising disruption based practices that are being successfully executed.

Contributions to this book series may range from theoretical treatments of specific disruptive innovation phenomena to empirical studies of such disruptions. Empirical studies may range from quantitative surveys to case studies of examples of industry disruption and/or organizational disruption management and organizational response. We are also amenable to simulation models of disruption that are based on realistic assumptions and can clearly impact theory and practice. This series is less inclined to publish purely rhetorical arguments for or against disruptive innovation and how industries are coping. However, the authors of either theoretical or empirical chapters are encouraged to take some normative view or interpretation of the meaning or significance of their theoretic or empirical findings for both public policies and private responses to the challenges of disruption.

Introduction to Media XXI

Founded in 2003, Media XXI (www.mediaxxi.com) is an internationally focused publisher based in Portugal with offices in Brazil and representatives in the USA, Angola, Spain and multiple other locales in Europe. Spanning the business management and the media industries worlds, Media XXI is uniquely positioned to serve the needs and interests of both scholars and practitioners, particularly in the context of this book series.

For further information on the Book series, please email

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