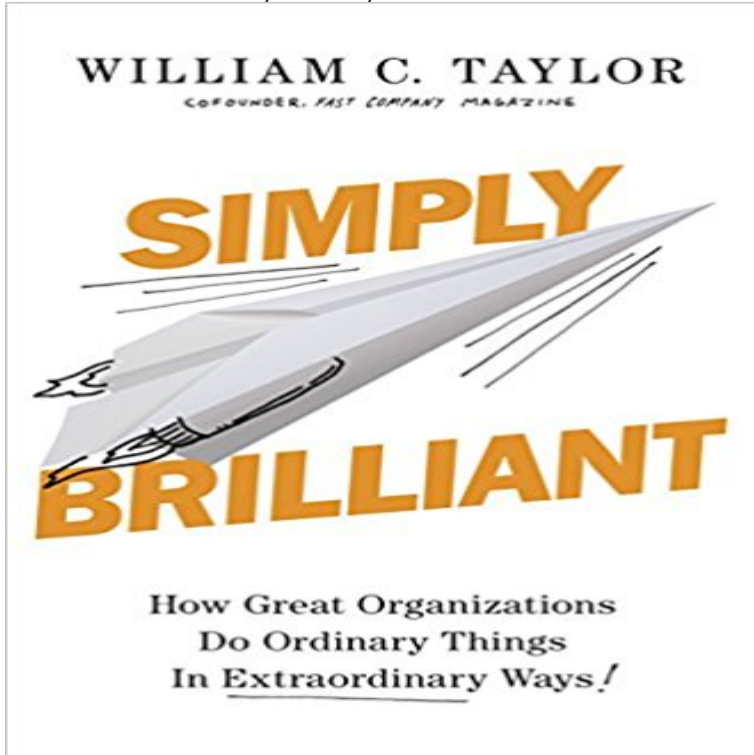


# Simply Brilliant: How Great Organizations Do Ordinary Things In Extraordinary Ways



Disruption is the key to innovation. Whether you run a one-man startup or a global business behemoth, the only way to win big is by relentlessly rethinking the rules of your industry - no matter how tried-and-true they are. In *Simply Brilliant*, the visionary co-founder of *Fast Company* William C. Taylor goes behind the scenes at nineteen organizations that are revolutionizing their otherwise humdrum fields. These unlikely agents of change range from a parking garage that also serves as a wedding venue to a military insurance company that puts salespeople through simulated overseas deployment. What these businesses have in common, Taylor discovers, is a shared set of principles that enable them to pioneer disruptive innovation. By embracing these practical and often counter-intuitive strategies, leaders in any industry will be well on their way to upending the status quo and finding opportunity where competitors didn't or couldn't look.

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