

GENERATES PANIC

CLASHES AND CREATES FUEL FOR DISRUPTION

EAST SELL

DISRUPT OR BE DISRUPTED



IS IT A REAL DISRUPTIVE?

LACK CRITICISM

PROGRESS VS INNOVATION

HISTORICAL DILEMMA

IT MAY BE A FAILURE — NOT CHANGE

FAILURES ARE BAD MOMENT

IT'S A FAITH "DISRUPT AND YOU WILL BE SAVED"

NO HISTORICAL EVIDENCE OF PERFORMANCE

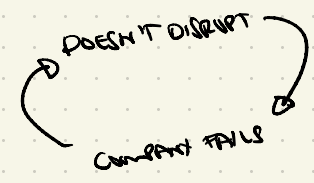
EXCEPTIONS, NOT THE RULE

SUSTAINING VS DISRUPTIVE INNOVATION

ARBITRARY DEFINITIONS OF SUCCESS

TECH PROFIT GROWTH AGE 000

CIRCULAR ARGUMENTS



INNOVATOR'S DILEMMA  
NEW YORKER @jox  
WIRED