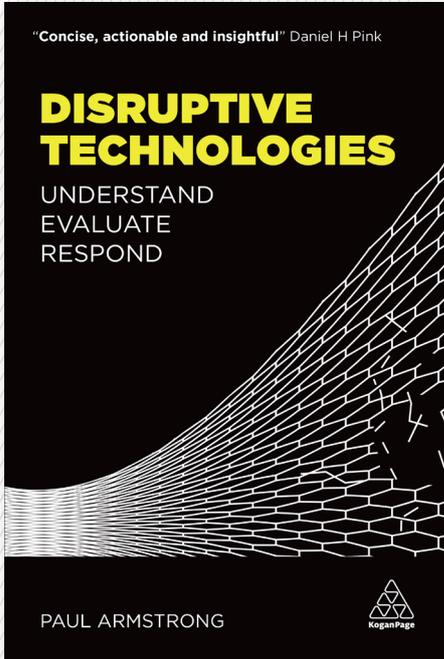


NEW  
BOOK

Blockchain, AI, VR and 4D printing:  
How the latest tech could break  
(or make) your business

BOOK PROVIDES CLEAR ROADMAP TO UNDERSTAND, EVALUATE  
AND RESPOND TO THE LATEST DISRUPTIVE TECHNOLOGIES



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Is your business at risk from rapidly developing technologies? Are you concerned that if you fail to innovate fast enough, you risk being left behind? The reality is that you should be, but if

applied in the right way, these technologies can actually provide a huge opportunity, rather than a just a threat. But how can you understand which tech is set to disrupt your industry, and which you should harness to make your business work smarter and serve your customers better in the day after tomorrow?

Help is at hand from a new book, Disruptive Technologies, which will help you to understand the upcoming changes that will make – and break – businesses in the years to come. It not only provides a clear guide to the most influential emerging technologies, but also outlines practical steps businesses can take to engage confidently with emerging technologies and apply their benefits across their organisation.

Written in an engaging style that will demystify emerging technologies to even technophobe professionals, Disruptive Technologies appeals to all levels of business use. It explains clearly how organisations should respond to the key disruptive technologies that will impact their business, customer service and product model in the coming years, including:

- Blockchain and Bitcoin
- Artificial Intelligence and Machine Learning

- Nanotechnology and graphene
- Holography, virtual reality and augmented reality
- 3D and 4D printing
- Other external factors such as the sharing economy, mobile penetration, millennial workforce and ageing populations)

*Disruptive Technologies* is a roadmap to assessing, problem-solving and responding to questions such as: what are the upcoming changes in technology; roughly when should we respond; and what's the best response? By using a quick-to-master evaluation and decision-making framework – structured around the key dimensions of Technology, Behaviour and Data (TBD) – you can take the panic out of progress.

Emerging technologies expert Paul Armstrong offers a toolbox of frameworks, checklists, and activities to evaluate all possibilities. Enabling the forecasting of potential scenarios, implementation of plans, alternative strategies and the ability to handle change more effectively within an organisation, this is the essential tool for all professionals who need to get to grips with emerging technologies fast and strategically.

*"Concise, actionable, and insightful. Disruptive Technologies will help executives breathe easier and sleep better."*

Daniel H. Pink

*Disruptive Technologies* by Paul Armstrong is out now, published by Kogan Page, priced £19.99. For more information see [www.koganpage.com/disruptivetechologies](http://www.koganpage.com/disruptivetechologies)

ABOUT THE AUTHOR

Paul Armstrong runs HERE/FORTH, a future technology consultancy helping business leaders decide how to best use rapidly changing and emerging technologies. He is an experienced social media and technologies strategist, having started his career with MySpace, Sony and Activision in the United States before returning to the UK to join global media agency Mindshare, heading up their social technologies team. Paul regularly advises brands such as Coca Cola, Experian, Sony Music, P&G, PwC and several technology start-ups. He writes a column for Forbes and also advises the UK Government on digital strategy.

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EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Paul Armstrong

Paul is an in-demand speaker on emerging technologies, social technologies and strategy. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:

How do disruptive technologies happen?

Working smarter: How Artificial Intelligence is set to change your business

Disruptive and emerging technology: The brutal truth

How holography is moving from science fiction to business reality

Fine print: How 3D and 4D printing could change your relationship with customers

How to make better predictions and forecasts

Bitcoin: The borderless currency your business cannot ignore

Technology, Behaviour and Data: Why TBD is the solution

Challenge your myths about Millennials