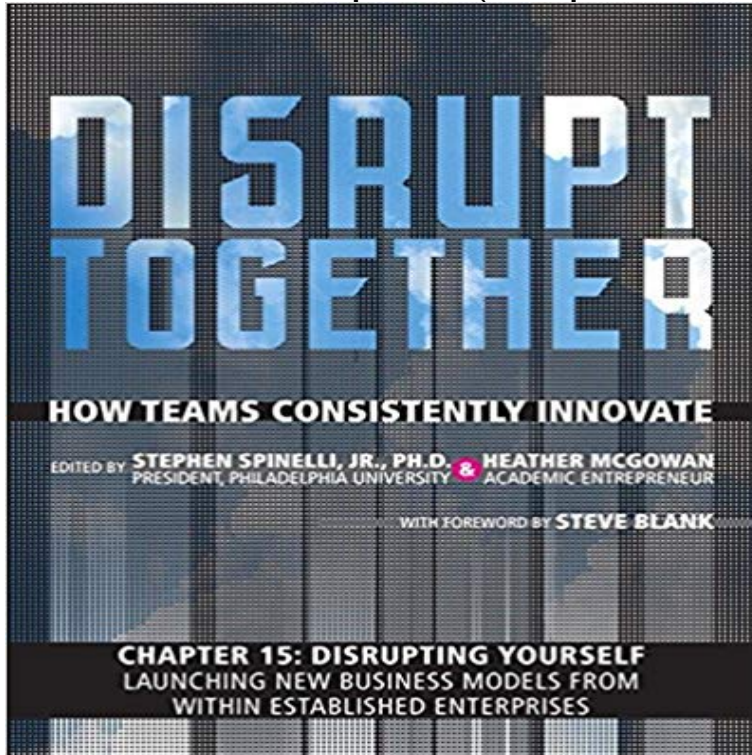


## Disrupting Yourself - Launching New Business Models from Within Established Enterprises (Chapter 15 from Disrupt Together)



Most innovators don't have the luxury of starting from scratch: they must launch new business models within existing enterprises. Now, discover powerfully effective ways to do this, integrating new business models into a complete innovation framework that works. Disrupting Yourself - Launching New Business Models from Within Established Enterprises is part of Philadelphia University's breakthrough approach to innovation: one that links business, design and engineering, and delivers extraordinary results in both new and existing ventures. First, Dr. Stephen Spinelli and Heather McGowan introduce this Disrupt Together approach, explain its deep roots in design thinking, and show how it generates far more high-value ideas for innovation. Next, Brandy Fowler drills down to focus specifically on bringing business model innovation into existing organizations. Fowler provides specific tools and strategies for mitigating risks to the existing business, determining where to innovate with business models, and developing new business model innovations with strong chances of success. She illuminates these with a complete case example: a pharmaceutical company that sought to complement its traditional blockbuster drug model with a health-and-wellness program that would be paid for by large employers through a per-member-per-month subscription fee. Disrupting Yourself - Launching New Business Models from Within Established Enterprises is one of 15 e-chapters addressing all facets of innovation, from design processes and team development to business models and value delivery. Each is crafted by a pioneering business innovator and they all integrate into today's most coherent, realistic blueprint for innovation. For all entrepreneurs, executives, managers, strategists, and students who want to drive more value

from innovation. Brandy Fowler has been an innovation consultant to Fortune 500 companies for the past 8 years, helping them define innovation strategy, build capabilities, and launch new businesses. She is currently an Associate Director of Insights and Strategy at Smart Design, where she straddles the worlds of consumer-focused design and business design. She helps teams analyze and synthesize primary and secondary research and pull out the most compelling insights to inform developing new innovations. She received her Masters degree from the Institute of Design in Chicago, where she studied user research methodologies, business strategy, and design.

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