

PROVOKE

Why the Global
Culture of Disruption
is the Only Hope for Innovation

**INNOVATION IS IMPOSSIBLE
WITHOUT A CULTURE OF DISRUPTION.**

“Smart” devices, big data, predictive analytics, cloud computing, the social enterprise—none of these world-changing innovations would have come to pass without a Culture of Disruption that allowed fertile minds to challenge conventional wisdom, take risks and boldly bring new technologies to light.

In *Provoke*, “innovation provocateur”, entrepreneur and strategist Linda Bernardi reveals the discomfort with which corporations, boards of directors, investors and academics regard disruptive ideas—and why embracing this discomfort to create a Culture of Disruption is the only way that business can innovate and revitalize the global economy.

In this candid, insightful book, Linda—a pioneer in fields like data analytics, digital marketing and the social enterprise—pulls back the curtain on the “innovation ecosystem” to take the major players to task. Among the issues that fall into her sights:

- **Why companies utterly deny the disruptive impact of new technologies until their business model is on life support...**
- **How venture investors are playing Las Vegas roulette by throwing huge money at companies that can't justify it...**
- **The myth that companies can become innovators through acquisitions...**
- **How the arrogance of many entrepreneurs dooms their companies before they even launch...**
- **Why Innovation-Based Leadership™ is the key to everything...**



LINDA BERNARDI

“Innovation provocateur” Linda Bernardi is the CEO of StraTerra Partners, a technology strategy consulting firm, and works closely with global large enterprises on innovation and adoption of new technologies. She is an early-stage technology investor and serves on a number of commercial and not-for-profit boards. In addition, through her Bernardi Leadership Institute, she trains large enterprises, academia and entrepreneurs worldwide in Innovation-Based Leadership™. In 2001, she founded ConnecTerra, Inc., a Cambridge, Massachusetts-based software provider connecting RFID technology to large enterprise IT. She earned a Masters degree in Applied Statistics from UCLA, and lives in the state of Washington with her family. This is her first book.

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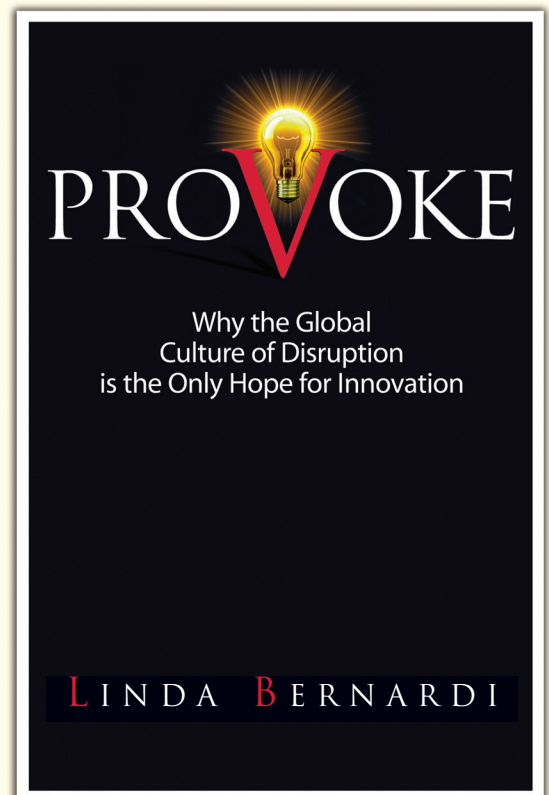


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In *Provoke*, Linda asserts that only by creating a deliberate collaborative, global Culture of Disruption, in which all the players support unconventional thinking and the work of passionate innovators, can we lay the groundwork for our economic future.

