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His new book Disrupting Digital Business, published by Harvard Business Review Press and globally available on May 5, 2015, provides insights on why 52% of the Fortune 500 have been merged, acquired, gone bankrupt, or fallen off the list since 2000. In fact, this impact of digital disruption is real.

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Here are 10 business models behind digital disruption, as covered by Jo Caudron and Dado Van Peteghem in their

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book Digital Transformation, and 7 strategies to respond to disruptors if you are getting disrupted, as enumerated by IMD ' s Professor Michael Wade, co-director of the IMD Leading Digital Business Transformation course.

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