



Gamechangers: Creating Innovative Strategies for Business and Brands; New Approaches to Strategy, Innovation and Marketing

Peter Fisk

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Shake up and redefine the market by changing your game!

A new generation of businesses is rising out of the maelstrom of economic and technological change across our world. These companies are **shaking up** the world. In *Gamechangers* Peter Fisk has sought out the brands and businesses, large and small, from every continent, who are changing the game... and shows how we can learn the best new approaches to strategy and leadership, innovation and marketing from them.

‘Gamechangers’ are **disruptive and innovative**, they are more ambitious, with stretching vision and enlightened purpose. They **find their own space**, then shape it in their own vision. Most of all they have **great ideas**. They outthink their competition, thinking bigger and different. They don’t believe in being slightly cheaper or slightly better. **Why be 10% better, when you could be 10 times better?**

Gamechangers is built around 10 themes that are shaping the future of business, brought to life with 100 case studies from across the world, and 16 practical canvases to make the best ideas happen in your business. The book is supported by a range of seminars, workshops and digital resources.

Gamechangers offers guidance on:

- Thinking smarter and acting faster
- Embracing the new tricks of business
- Understanding how gamechangers dream and disrupt
- Delivering practical results and winning

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