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

By Peter Fisk

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

**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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### Editorial Review

#### Review

*“Gamechangers takes you into the mindset of those who shift the parameters and make vital changes in the markets. By taking a look at what makes them innovative and inspirational, you can make your own mark and become a Gamechanger yourself”* (Talk Business, February 2015)

*“This book is called Gamechangers for a reason: it's utterly inspirational and is guaranteed to change the way you view your business and brand.”* (B2B Marketing, March 2015)

*“a wealth of knowledge, insight and evidence to learn from”* (The Marketing Society, April 2015)

*“Produced in wide format and attractively illustrated, Fisk’s book is a richly researched work on this interesting subject, well thought out and highly engaging.”* (The Irish Times, May 2015)

#### From the Back Cover

### ARE YOU READY TO CHANGE THE WORLD?

Gamechangers don't want to be just a little better. They think bigger, see things differently. Define and shape markets in their own vision.

Next generation businesses are disruptive and innovative. More ambitious, with stretching vision and enlightened purpose. They find their own space and shape it to their advantage, most of all, they have great ideas.

Gamechangers win by being smart, fast and connected. They create inspiring brands, delivered through enlightened business models. They combine all the tricks of 21st century business to engage and inspire people. To enable more, to make life better, and to win.

### How will you change the game?

"Zigging when others zag is the only way to win in today's rapidly changing world. There's inspiration and learning aplenty in Gamechangers. This book will change your world and help you become a creative leader. Read and win!"

—**Kevin Roberts**, Worldwide CEO, Saatchi & Saatchi

"Thorough and smart, Gamechangers doesn't just identify the trends shaping our business future, it offers us a roadmap for how to get there."

—**Greg Williams**, Editor, *Wired Magazine*

## **Users Review**

### **From reader reviews:**

#### **Ruth Powers:**

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