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## **Digital Vortex: How Today's Market Leaders Can Beat ...**

A vortex, of course, is a whirling force that pulls everything towards its center, typically in a chaotic manner. We published an award-winning book, “Digital Vortex: How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game”, as well as several shorter works that year.

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Digital Vortex: How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game Jeff Loucks, James Macaulay, Andy Noronha and Michael Wade. Target Audience C-level executives who want to compete in a time of disruptive technology. Summary The author describes the Digital Vortex as "a force that pulls everything to the center". In this metaphor the vortex is chaotic, drawing things to its middle at increasing velocity as disruption occurs, causing organizations to smash ...

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## **What Are You Going to Do When the Digital Vortex Comes For ...**

Digital Vortex: How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game (see sidebar, "Digital Vortex: Threat and Opportunity," on next page). While our focus in . Digital Vortex. was the private sector, we realized that digital disruption's implications for the public sector are no less significant.

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