



Cause a Disturbance: If You Can Slice a Melon or Make a Right-Hand Turn, You Can Be a Breakthrough Innovator

Ken Tencer, John Paulo Cardoso

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If you can slice a melon or make a right-hand turn, you can be a breakthrough innovator. The title of this book, *Cause a Disturbance*, says it all, and it most assuredly will cause a disturbance in the way you think about business: your business. Everyone knows—and everyone talks about—how important innovation is in the competitive battle to find, delight, and keep customers, yet far too few achieve it. As Tencer and Cardoso explain, “There’s a big difference between an occasional spark of innovation and an eternal flame.” But the reality is different; most firms struggle to consistently innovate. All that can change. Kick-start your business with attitude. Cause a disturbance! Whether your business is in transition or simply looking for an innovative spark, give it a lift with *Cause a Disturbance*. Within these pages you will learn how innovation can change your business in simple steps through The 90% Rule®: a straightforward philosophy that drives you to constantly ask “What’s the next 10%? What’s the next product, service, or process improvement that will create a continuously engaged customer base and strengthen my brand?” Cause a disturbance in the way you think about innovation as you open your mind to the possibilities—and simplicity—of being innovative every day!

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