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# The Disruptors' Feast: How To Avoid Being Devoured In Today's Rapidly Changing Global Economy



## Synopsis

Virtually everything about the way people live and do business is changing faster than ever before. Digital technology, global development, urbanization, and business disruption represent both a major opportunity and a threat in the global economy. Although individuals and organizations are aware that the world is changing exponentially, most are ill-equipped to face this level of disruption and volatility. *The Disruptors' Feast* is a unique look into the trends that are shaping the world of the future, and a guide on how to avoid being eaten alive. Frits van Paasschen is a seasoned global executive whose work has brought him to more than 100 countries. In *The Disruptors' Feast*, van Paasschen takes readers on a literary journey to far-flung places around the globe to uncover the forces that are disrupting the status quo and driving change. His travel experiences illustrate how the stage is being set for even greater disruption, and what individuals and organizations can do to prepare for change and stay relevant in a tumultuous environment. This book isn't about the end of an era, but the end of eras. People have everything to gain or lose in how they deal with what is coming, regardless of their location, industry, profession, or aspirations. van Paasschen's unique insight offers a fresh perspective that is dearly needed in business today.

## Book Information

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## Customer Reviews

"We are all drowning in data and starved for wisdom. *The Disruptors' Feast* is more than a business book. It is full of wisdom about how our lives are being transformed by technology and

disruption. In a lively and intimate style, Frits van Paasschen draws on his experience as a global business leader to offer advice on how we can prepare ourselves and our institutions to thrive and make sense of a tumultuous world."--Arianna Huffington, co-founder, *Ã* *Ã* The Huffington Post, and author of *Ã* *Ã* Thrive<sup>Ã</sup> *Ã* and *Ã* *Ã* The Sleep Revolution

"Every once in a while I find a book that completely captures the moment we're in, a moment where things are happening so fast that we can't understand what's happening, and without help we'll be swept away by change. In *The Disruptors' Feast*, ex-HOT CEO Frits van Paasschen has written that book, and I am on a mission to have you buy it and buy it NOW! Frits not only gets the era, he explains what you can do to survive and thrive--or be left behind by it. *The Disruptors' Feast* is more than an inside look at what it takes to run a global company. It also shares real insights into profiting from global growth while avoiding being hammered by technological change. Smart investors will use *The Disruptors' Feast* to get the macro insights they need to build their game plan and get rich slowly, the lasting way! And smart managers? If you don't read it, then maybe your stock just won't be worth owning."--Jim Cramer, host, *Ã* *Ã* Mad Money with Jim Cramer, and co-host, *Ã* *Ã* Squawk on the Street, CNBC

"Disruptive innovation is upending industries and transforming labor markets around the world. The fact of the matter is that most disrruptees will struggle to adapt. Calling on first-hand experience, *The Disruptors' Feast* explains the new kind of leadership and approach to strategy that is needed to succeed in the face of unprecedented and discontinuous change."--Clayton Christensen, Harvard Business School professor, author of *Ã* *Ã* The Innovator's Dilemma<sup>Ã</sup> *Ã* and *Ã* *Ã* How Will You Measure Your Life?

"Frits is an inventive CEO who has a deep understanding of what is at stake in today's interconnected global economy. In *The Disruptors' Feast*, he demonstrates how digital networks can dislocate businesses across a wide range of industries to positively change lives and impact cities around the world. This fascinating read offers fresh insights and proactive steps that established companies can take to not fall behind."--Emil Michael, Chief Business Officer, Uber

"In his role as CEO of Starwood Hotels & Resorts, Frits van Paasschen had a prime perch from which to observe the global economy, where he responded to and profoundly influenced how, why, and where people travel for business and pleasure. *The Disruptors' Feast* is a fascinating and astute collection of stories and data that explain the unprecedented change and speed necessitated by today's shifting plates in the geopolitical and technological landscape."--Danny Meyer, co-founder, Shake Shack, and CEO, Union Square Hospitality Group

Frits van Paasschen is a seasoned global executive and the author of *The Disruptors' Feast*.

His thirty years of experience inside global companies has afforded him a unique perspective on the current trends that are impacting business around the world. Frits shares his deep understanding of the forces that are disrupting the status quo to help businesses evolve and thrive in changing environments. Frits served as CEO of Starwood Hotels and Resorts from 2007-2015. Before that, he spent three years as CEO at Coors Brewing Company. Frits also held several management positions at Nike, ultimately becoming Nike's President of Europe, Middle East, and Africa. Prior to working for Nike, he worked in finance in Disney's Consumer Products Division. While Frits has a long history of executive roles, his career began in management consulting. At The Boston Consulting Group and McKinsey & Company, he primarily served retail and consumer clients. Advising on strategic direction is a passion of Frits's; and he has served on a variety of boards throughout his career. He has been a Non-Executive Director at Barclays (FTSE) and as a member of the board of Directors of two NYSE-listed companies, Jones Apparel and Oakley. While at Nike, Frits served as Chairman of the European-American Industrial Council, and he later served on the boards of the U.S.-India and U.S.-China business councils. For several years, he was a member of the board of the Center for Environmental Leadership in Business at Conservation International. Frits holds a BA in Economics and Biology from Amherst College and an MBA from Harvard Business School. At Harvard, he was also a Teaching Fellow in Economics. Originally from the Netherlands, Frits holds dual U.S. and Dutch citizenship. A passionate traveler, he speaks five languages and has visited more than 110 countries. In his free time, he enjoys endurance sports, including marathons and triathlons. He has been married 25 years and has three children.

As a person who has always been fascinated by how cities around the world evolve alongside global trends, this book was loaded with new insights and interesting stories. I found the advice for businesses to "take a city-view of the world" quite compelling. From my home in a soon-to-be megacity, I will keep this book at the ready to help plan for and navigate the disruption and change ahead of us all.

A thoroughly enjoyable read. His prose is precise and eloquent. The author analyzes broad trends and then hones in on the critical thinking required to understand and succeed in an increasingly interconnected multi-cultural 24-hour business world. Frits van Paasschen demonstrates (1) a rather unique cultural and intellectual sensitivity, (2) the work ethic of a long endurance runner and (3) a commendable passion for environmental causes. Despite his apparent, but never boasted of, success in business, the memoir is more "teach" than "preach". In some ways, the book provides a

first rate classroom experience with a topnotch professor. And if you are curious person, the book contains loads of interesting historical facts that impact our/your world. Read it and enjoy, I certainly did.

Frits van Paasschen artfully unpacks the most important forces reshaping the world with the acuity of a former consultant and first hand perspective of a global CEO. *The Disruptor's Feast* points to a future of both unprecedented opportunity and uncertainty. The hotel industry serves as a particularly compelling case study of disruption at work. *The Disruptor's Feast* is an essential read for anyone looking to better understand the underlying drivers and implications for incumbents. With insights relevant to both organizations and individuals, *The Disruptor's Feast* provides a helpful frame of reference when preparing for an exciting and unforeseeable future. - Startup CEO

Much of what is excellent about this book has been stated in previous 5 star reviews. I also find *The Disruptor's Feast* a must read for my college-aged children, who face a world more confusing and more challenging than when I graduated in the 1980's. I feel they have so many choices (good and bad!) in front of them, and they need a frame of reference, a foundation perspective. This book offers that opportunity to organize and prioritize what principles are important as we respond to the accelerating changes occurring locally and globally. As a parent I am grateful to Mr. van Paasschen for sharing his brilliant mind and insights.

Drawing from his own experiences traveling the world as a global business leader and innovator, the author identifies numerous examples of disruption across industries, principles to consider when planning for unknown disruption, and hurdles expected to be faced with while implementing strategies to navigate the ever changing competitive landscape of any global business and rapid technological advancements.

This is a very thoughtful, intelligent read that provides great insight into clear trends and how businesses must nimbly respond. I'm often skeptical of new business books, but this offers depth and practicality that has me thinking about our overall strategy and supporting resources differently. It's well worth the read, not to mention that Frits van Paasschen is clearly a talented leader with an interesting background that makes his message all the more credible.

This book provides business managers with valuable insights and concrete ideas for conducting global, digitized commerce. It is also a good read for the common man. In addition to sharp analysis, the author shares a lot of personal, business-related stories that are at times humorous, interesting, unsettling, and, most of all, relevant to all of us. The Disruptors' Feast is a great book for anyone who is interested in the tectonic dynamics of the current digital revolution.

Disappointing read. A lot of generalizations and rather obvious "insights". Did you know that tech is changing business and the way people communicate? Uh, yeah. Would have been much more interesting if we could have learned some concrete examples. I got the sense we had an uber-liberal ex consultant that loved to travel the world, meet hotel investors, and make a few pep talks in between. Nice gig. Simply lacked depth.

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