

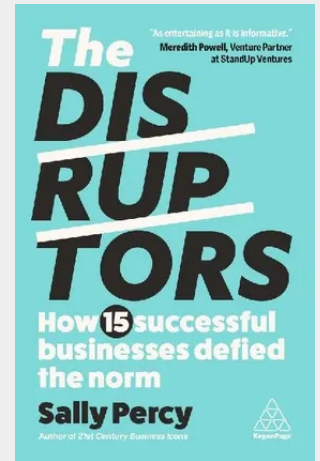
Percy

Disruptors

How 15 Successful Businesses Defied the Norm

Fearless, innovative, driven and daring. These are the qualities of a disruptor: a business that is willing to take risks to achieve incredible success. In *The Disruptors*, leading business journalist **Sally Percy** investigates the stories behind some of the world's most innovative businesses, who took unconventional and trailblazing approaches to overcome the competition and achieve success. Spotify, Nintendo, TikTok and A24. These are all businesses that have taken disruptive pathways to success and have redefined their industries. *The Disruptors* dives into the strategies behind these stories, offering valuable insights into innovative and daring entrepreneurship.

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