



**Embrace Creative Destruction
or
Be a Turkey**

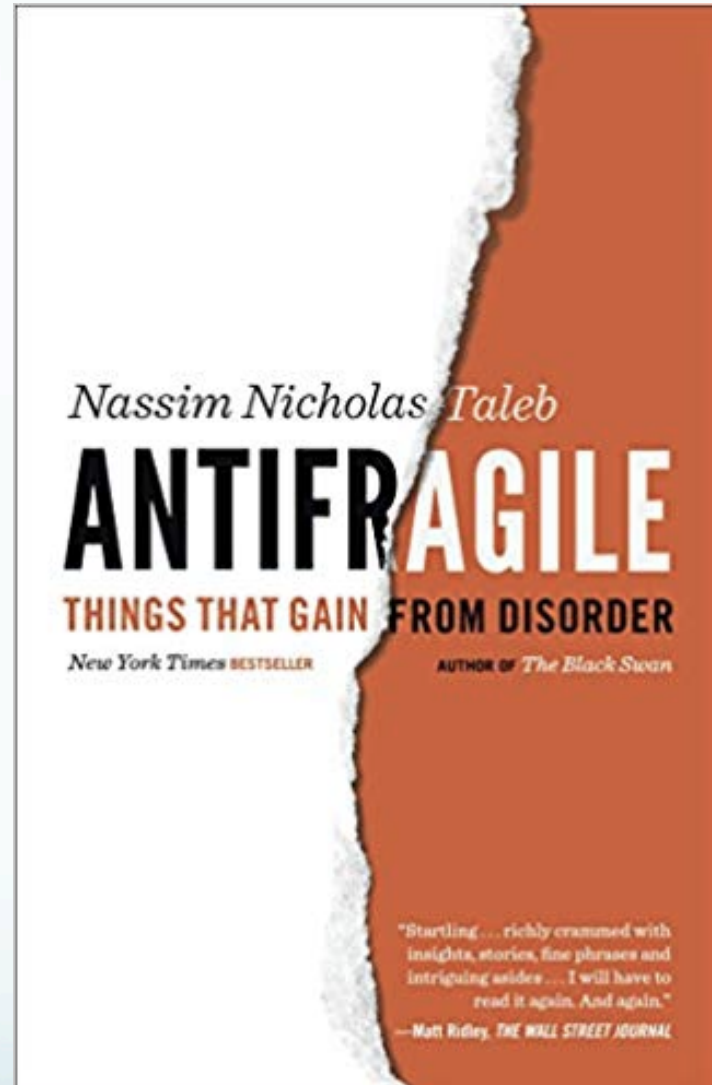
It is Your Choice!

Creative Destruction

Creative Destruction describes the "process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one".

A butcher feeds a turkey for 1,000 days. Every day that the turkey's life remains constant confirms the surety of his current existence: this is the way it goes; this is the way it has always gone; this is the way it will always go.

All his data confirm that butchers love turkeys. The turkey can rest confident in this idea because he has 999 days of benevolent treatment to back it up. Then, a few days before Thanksgiving, everything in his worldview is upturned. This is what Taleb calls a “Black Swan” event. All the evidence proves it can't happen, until it does.



Piano Industry

1905
400,000 Pianos
were sold



1877



Piano Industry



1919
Phonographs
Revenue 3X Versus
Pianos.



1933
2/3 of all households
had a radio

Piano Industry

2013
30,000 Pianos
Sold



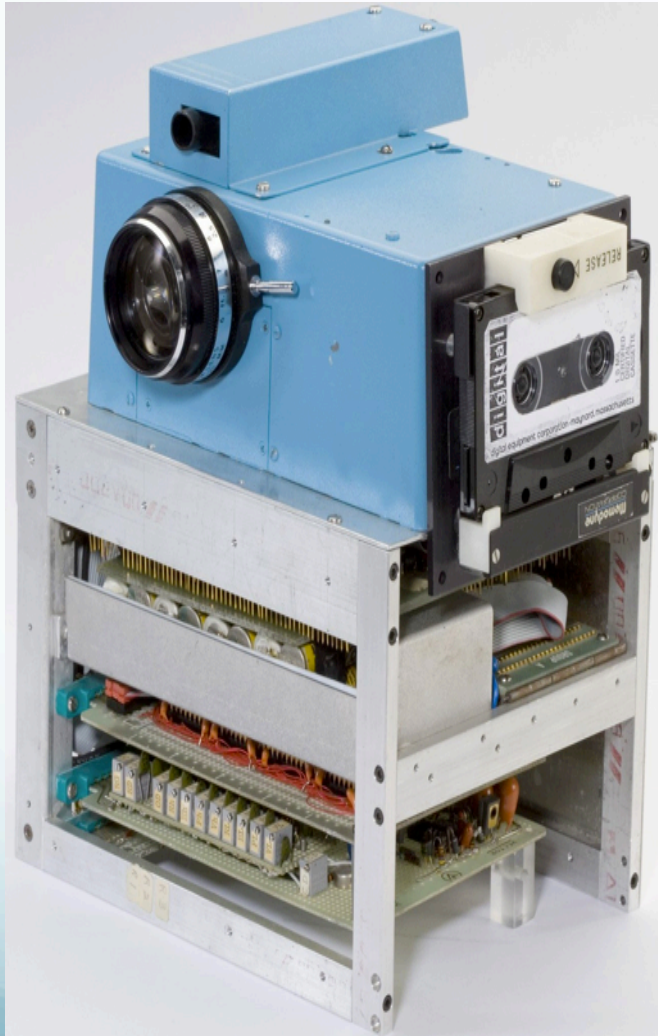
Music Industry



Photography



Digital Cameras



Kodak
1975

2001

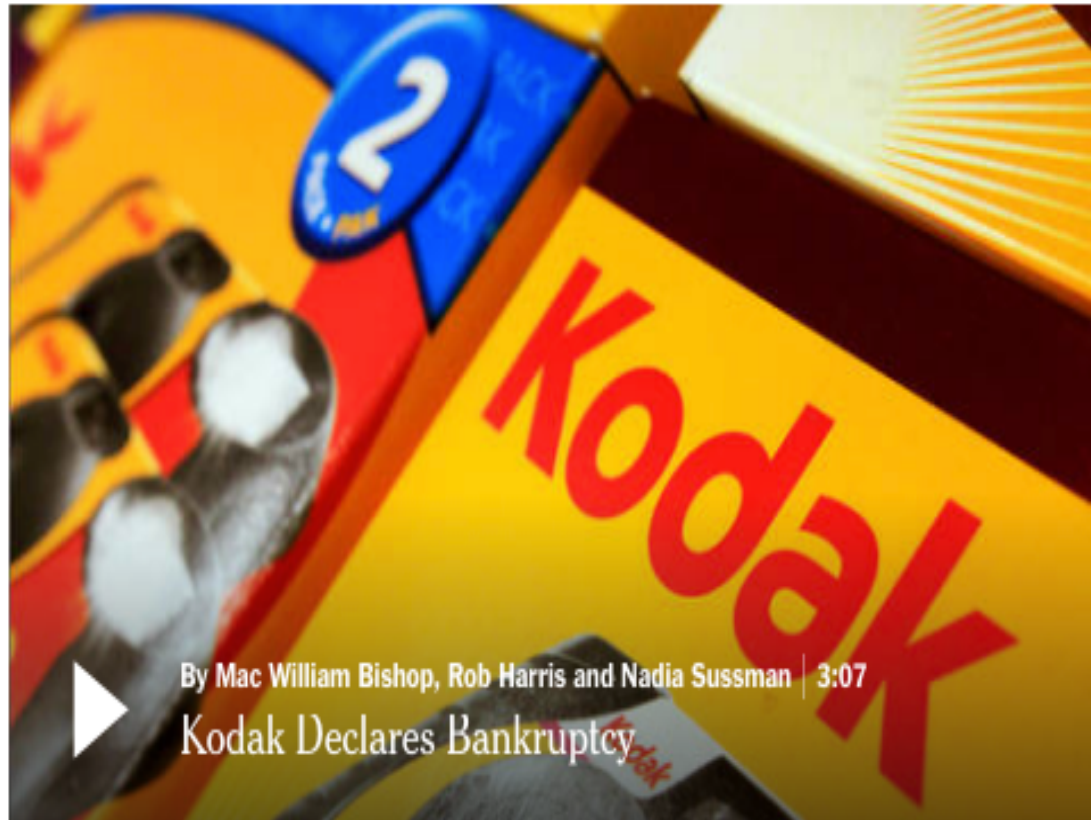
Kodak is #2 in the digital camera market

Losing \$60 on every sale

2012

Eastman Kodak Files for Bankruptcy

BY MICHAEL J. DE LA MERCED JANUARY 19, 2012 1:12 AM 105



Digital Image Revolution





Jacquie Lawson



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OCCASIONS



Happy Birthday



Wedding / Anniversary



Thank You



Thinking Of You



Congratulations



Just Saying Hi



Get Well



With Sympathy



New Baby

HOLIDAYS



Summer

THEMES

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Real World Example



Steve Coyle Photography

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Wall Calendar
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Amazon's logo
pre-2000

2011

BORDERS

Group

Amazon Prime 2005



Impact of Amazon

sears

JCPenney



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True Story



Fitkora Wrist Wraps for weightlifting, powerlifting, cross training, bodybuilding with thumb loop. Professional grade for gym workout, men and women weight lifting strength training and wrist supports

by [Fitkora](#)

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★★★★★ ▾ 93

True Story



Earring Lifter Backs by WardrobeJazz - Magic Lifts for Stretched & Droopy Pierced Ears - Secure Replacements for Your Studs or Dangle Post Earrings Backings – Silver, Rose Gold & Yellow Gold

by WardrobeJazz



7 customer reviews

Amazon's Choice for "wardrobejazz"

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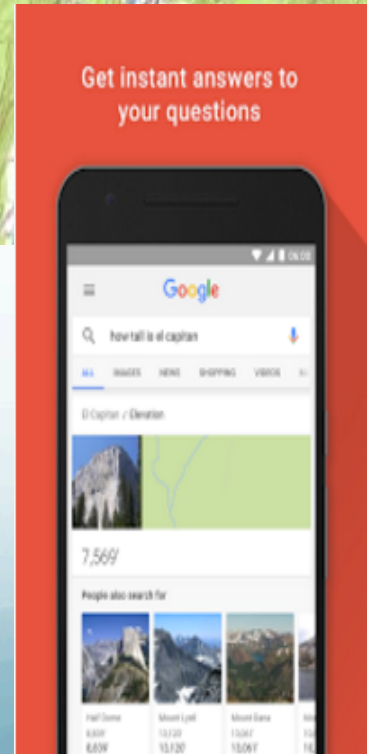
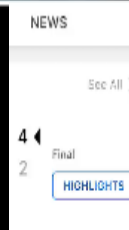
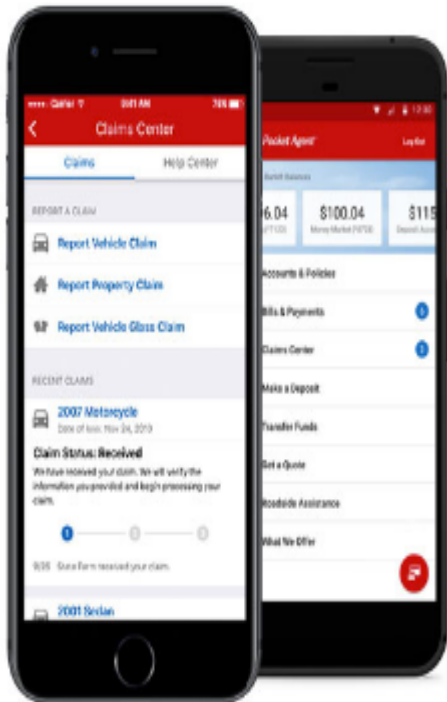
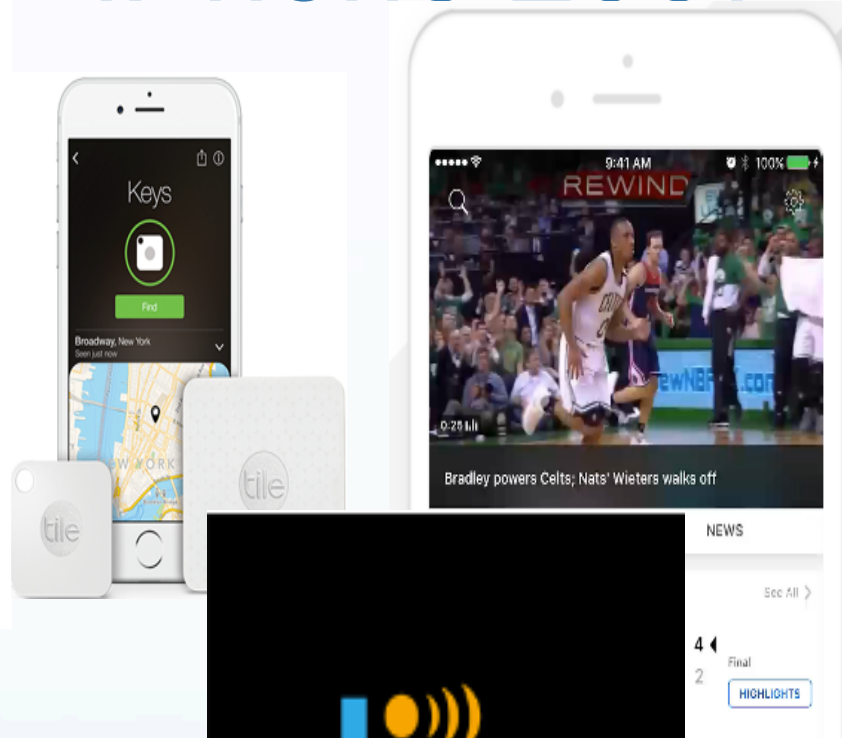
- ★ **MAKE YOUR EARRINGS SIT UP PRETTY;** Enhance Your Face For A Fresh Youthful Look; our earring backs are designed to support your post earrings
- ★ **NO MORE DROOPY EAR;** Protects And Stabilizes Your Pierced Earlobes Almost Like Magic when you replace small plastic disc, silicone patches, gel, white rubber pads or clear backs with our secure comfy lift backs
- ★ **STOP HEAVY EARRINGS FROM SAG AND DROOPING;** Works With Your Stud And Dangle Post Earrings; adjustable for your safety; Not made for threaded screw back earrings
- ★ **GOLD AND SILVER;** Each set includes 3 pairs of lifters; premium quality Sterling Silver plated, 14k Rose Gold plated and 14k Yellow Gold plated to match all your favorite earrings; **BONUS FREE EBOOK** Best Earring Style Tips PDF included with your purchase
- ★ **YOUR SATISFACTION IS EVERYTHING TO US;** Happiness

Another Example

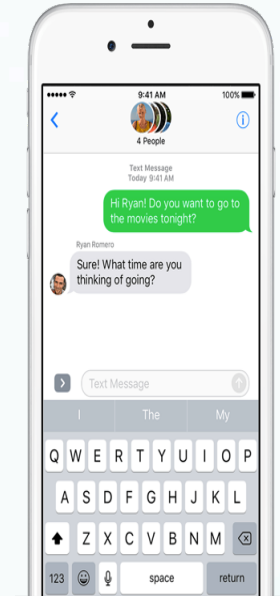
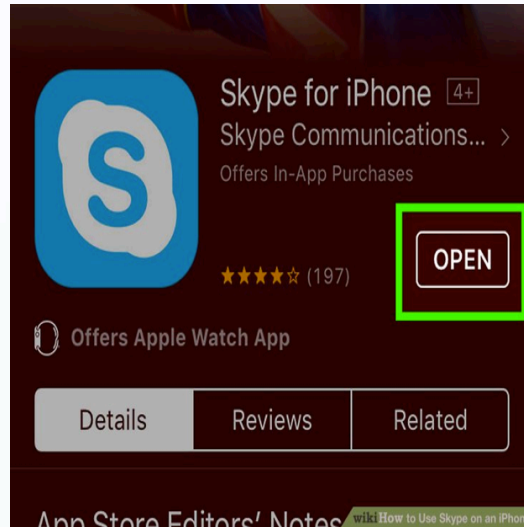


<http://www.onlinesellingexperiment.com/>

iPhone 2007



iPhone 2007



iPhone 2007



New Industries



Are You Scared?



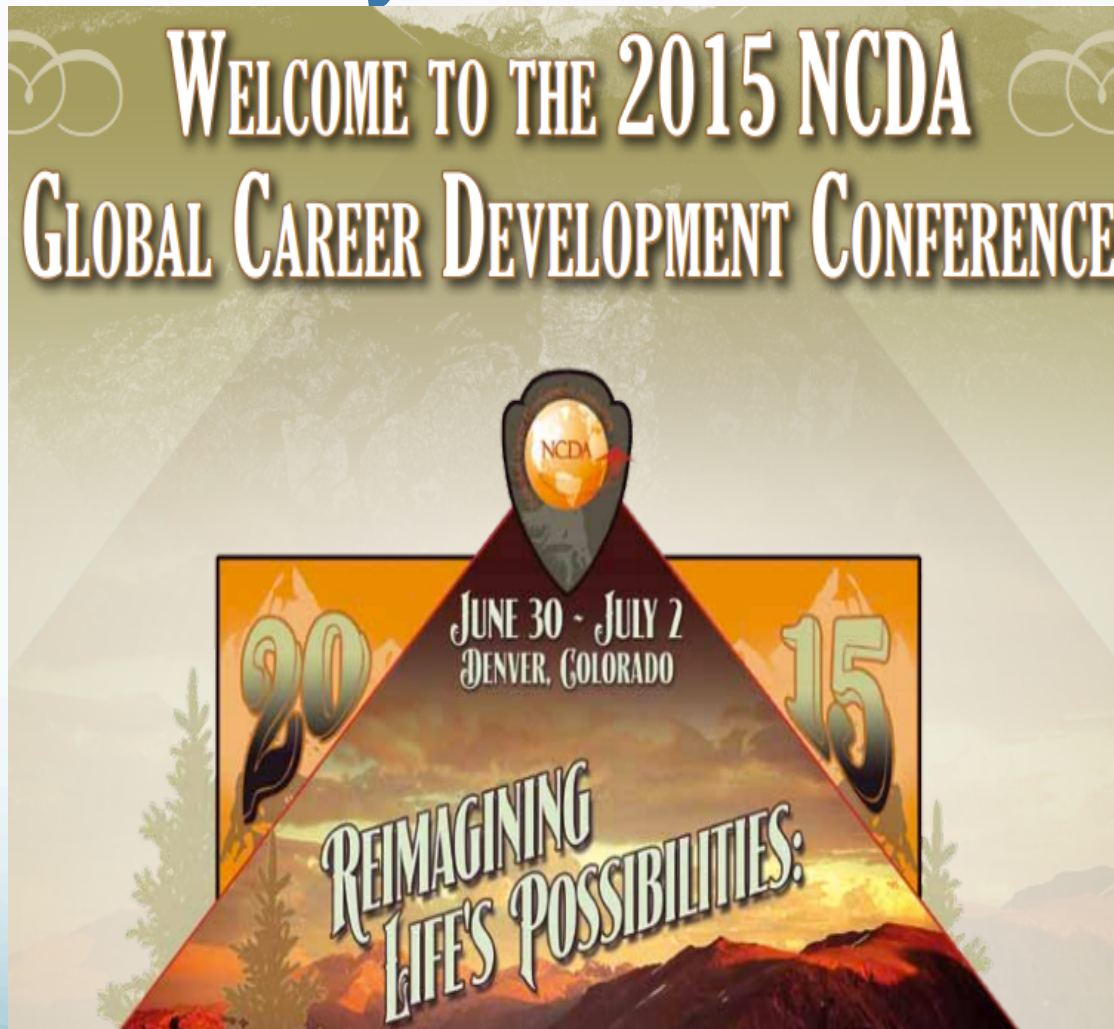
Are You Excited?



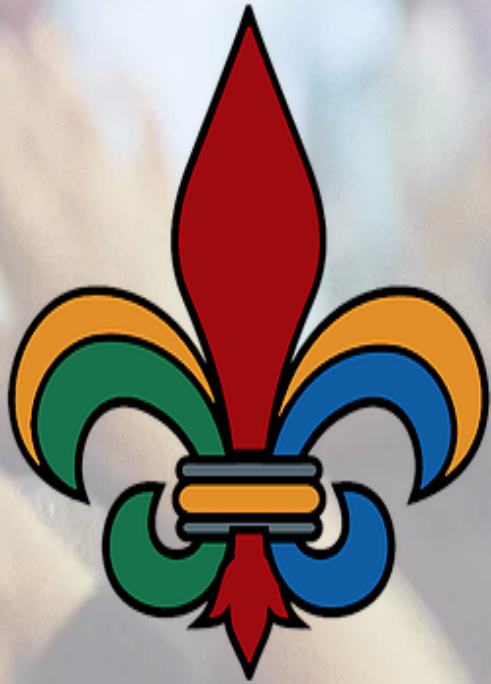
What to Do?



Industry Conferences



Industry Conferences



NEW Look

NEW Products

NEW Birkman

New Orleans

Industry Conferences



Podcasts

Chameleon Breeder Podcast

Talking about keeping, breeding and understanding chameleons

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Episode 000: Introduction



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Your First
CHAMELEON



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Repurpose Your Career | Career Pivot | Careers for the 2nd Half of Life | Career Change | Baby Boomer

Marc Miller - Career Designer for Career Pivot

Business

★★★★★ 4.9, 36 Ratings

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SEP 16, 2019

Marc Miller Pulls Back the Curtain about Writing the Third Edition of Rep... >

In this episode, Marc reveals the process of writing the book, from leaving the corporate world, to branding himself as a career transformation expert, and working with a professional writer to produce a guide for Baby Boomers as they move from a traditional career to creating networks, finding

[▶ PLAY](#) 27 min

SEP 9, 2019

Nikki and David Yeager Tell About Writing for Children #144 >

David wanted his daughter, Nikki, to be raised to overcome the obstacles of life. When Nikki was young, David wrote a series of books full of inspirational messages for her. Now that Nikki has a young son of her own, she felt it was time to put these stories she loved as a child into circulation for ot

[▶ PLAY](#) 33 min

Financial Podcast



281 episodes



187 episodes

Retirement Answer Man

Roger Whitney, CFP®, CIMA®, RMA, CPWA®, AIF®

Business

★★★★★ 4.6, 350 Ratings

[Listen on Apple Podcasts ↗](#)

SEP 25, 2019

Retirement Plan Live 2019 - How to Navigate Uncertainty

Welcome to the last episode of Retirement Plan Live 2019. If you are new to the show, go back and start with episode 289. Retirement Plan Live is a series within the show where we take live case studies with listeners and walk through their retirement dreams and then tackle their finances to

[▶ PLAY](#) 55 min

With Scott Hanson and Pat McClain

Business

★★★★★ 4.8, 207 Ratings

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SEP 21, 2019

A disturbing investment trend

On this week's Allworth's Money Matters, Scott and Pat discuss the appeal and hidden pitfalls of purchasing an equity-indexed annuity.

Scott and Pat talk about the potential issues of early retirement with a Cincinnati man who saved

[▶ PLAY](#) 52 min

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SOCIAL
MEDIA

Blogging Podcast



280 episodes

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Darren Rowse: Blogger, Speaker, Author and Online Entrepreneur

Business

★★★★★ 4.8, 317 Ratings

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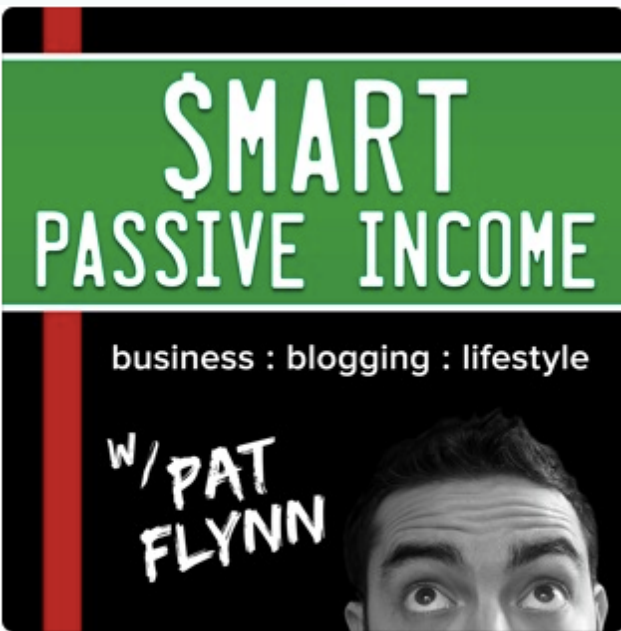
JUL 23, 2019

279: How Jeff Goins Evolved His Blogging Into a Million Dollar Business

Today on the podcast, we have a special guest, Jeff Goins. I've been wanting to bring Jeff Goins to the podcast for a while now. Many of you know of Jeff, he has a fantastic blog that I do encourage you to check out. I wanted to get Jeff on the show today to talk a little bit about how his business or

▶ **PLAY** 33 min

Entrepreneur Podcast



300 episodes

The Smart Passive Income Online Business and Blogging Podcast

Flynndustries Media

Business

★★★★★ 4.8, 2.9K Ratings

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SEP 25, 2019

SPI 390: Scott Voelker and The Take Action Effect

#390: Scott Voelker from the Amazing Seller brings us insights from his new book, Take Action Effect, to show us how an appreciation for how far we've come can help us achieve more going forward. This episode offers a wealth of advice on improving your mindset so that you can truly take action on

▶ **PLAY** 37 min

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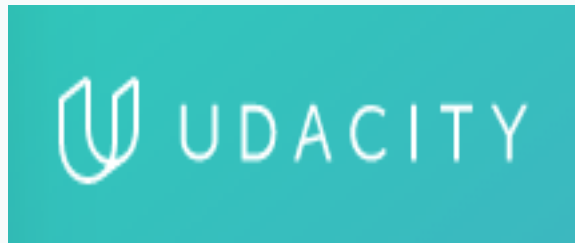


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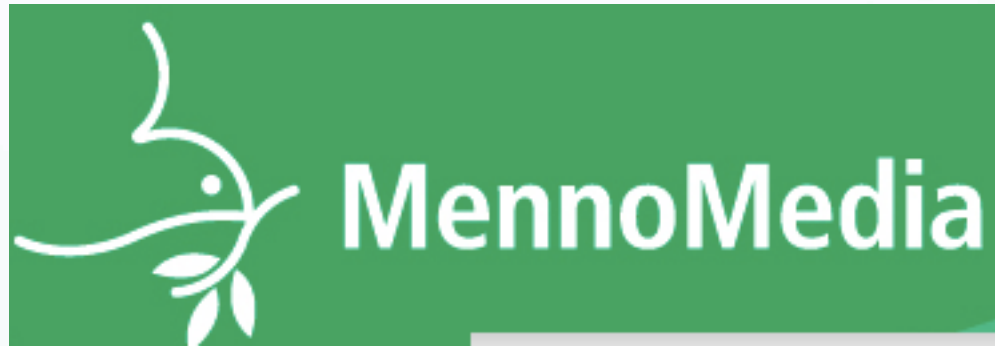
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CAREER DISASTER AREA





Russ Eanes



Episode #143

RUSS EANES TURNS THE WALK OF A
LIFETIME INTO A WRITING AND
CONSULTING CAREER



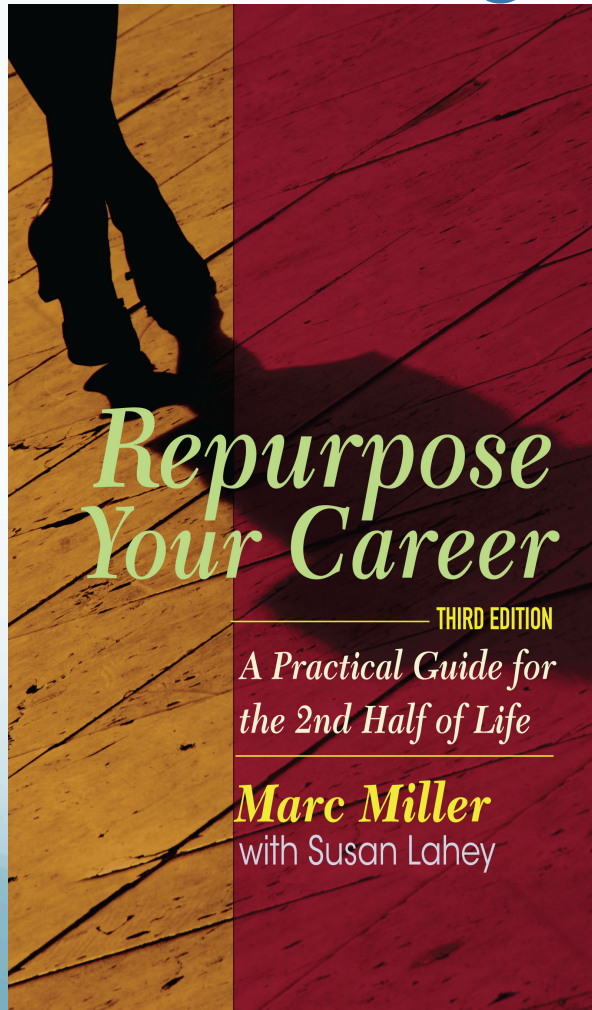
[Careerpivot.com/episode-143](https://careerpivot.com/episode-143)

Resources

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- LinkedIn <https://linkedin.com/in/mrmiller>
- Twitter [@careerpivot](https://twitter.com/careerpivot)
- Career Pivot Community
<https://careerpivot.com/community>

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Repurpose Your Career podcast brought to you by Career Pivot is a podcast for those of us in the 2nd half of life to come together to discuss how repurpose our careers for the 21st century. Come listen to career experts give you proven strate [more](#)

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