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The Great Disruption: Competing and Surviving in the Second Wave of the Industrial Revolution

Rick Smith, Mitch Free

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THE GREAT DISRUPTION

"A compelling argument for why leaders in every industry need to understand 3D printing and why they need that understanding now."
—ALAN GERSHENHORN,
chief commercial officer for UPS



COMPETING AND SURVIVING
IN THE SECOND WAVE OF
THE INDUSTRIAL REVOLUTION

The Wall Street Journal Bestselling Author of *The Leap*

RICK SMITH
WITH **MITCH FREE**

FOREWORD BY BERNDT LEUKERT, MEMBER OF THE EXECUTIVE BOARD, SAP

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shape the next economy. In his new book, he offers us a fascinating and exciting look at one of the most important technological advancements ever - 3D printing. Separating the hype from the true opportunity isn't easy, but Rick does it with style. This book is highly recommended. 0 of 0 people found the following review helpful. A must-read for anyone in manufacturing or supply chain management. By SPATL This book is an eye-opening window into the future of on-demand distributed manufacturing, as enabled by 3D printing and other advanced manufacturing methods. From eliminating end-of-life inventory or designing parts that can't be made in any other way, to mass customization of medical devices and consumer products, 3D printing is no longer just a geeky hobby. UPS, SAP, GE, Caterpillar, BMW, SpaceX and many other leading companies recognize that, as do many innovative SMBs. If you don't see the seismic shift that additive manufacturing is bringing to your industry and your supply chain, this book will change your perspective very quickly. An easy read with a positive, exciting tone, I got through it in a couple of evenings. 0 of 0 people found the following review helpful. ... veteran of the Additive Manufacturing/3D Print Industry it was great to read a book that puts our industry in ... By Benjamin Arnold As a veteran of the Additive Manufacturing/3D Print Industry it was great to read a book that puts our industry in context with other economic revolutions. The authors bring the right mix of 3D print technology jargon into the bigger conversation about business and cultural evolution. Read it!

The Great Disruption reveals how 3D printing manufacturing will transform the world in the same way that Henry Ford's Model T upended transportation or Gutenberg's printing press started an information revolution. It traces both the impact of this disruption as it rapidly spreads around the world and affects every kind of industry imaginable, while detailing specific steps that can and should be taken right now to prepare. The 3D manufacturing revolution is pervasive and growing rapidly, and includes such major breakthroughs as:- A machine in Amsterdam that can 3D print a bridge over a canal underneath it using no support or scaffolding- A global auto manufacturer designing a car that automatically changes its physical shape and structure in response to current driving conditions- A scientist in London experimenting with 3D printing material that is two hundred times stronger than steel- A Harvard researcher who is 3D printing batteries the size of a single grain of sand- An astronaut who is printing replacement parts in space; and a shipping executive who is doing the same thing on cargo ships In exploring this radical future, The Great Disruption shows how we can position ourselves to successfully navigate this historic shift to our greatest benefit.

"A compelling argument for why leaders in every industry need to understand 3D printing; and why they need that understanding now. 3D printing is no longer gee-whiz technology, it's the way your business and industry is being forever disrupted." Alan Gershenhorn, Chief Commercial Officer for UPS "A must-read for anyone trying to stay ahead of the sweeping technology changes disrupting all industries." Beth Comstock, Vice Chairman of GE About the Author RICK SMITH is the author of the Wall Street Journal bestsellers *The 5 Patterns of Extraordinary Careers* and *The Leap*. MITCH FREE is an entrepreneur, digital manufacturing guru, and global trade expert. The two cofounded Fast Radius, an industrial 3D printing company, and are co-founders of the Global Coalition on Additive Manufacturing, bringing together executives to explore the implications of 3D printing and manufacturing for their businesses and industries.