**CTO Forum Releases New eBook on Emerging Technologies Transforming Business and Society**

Santa Clara, California – June 30, 2014 – The CTO Forum, a premier organization for senior technology executives and business leaders, today announced the release of a complimentary eBook titled Rethink Disruption on emerging technologies that are truly transforming business and society.

Rethink Disruption is an excellent resource for those eager to learn from world-class thought leaders how the established and growing enterprise can best adopt disruptive technologies to beat the cycles of decay, irrelevance and complacency and kick start new engines of growth. This publication comprehensively addresses key breakthroughs and paradigm shift technologies that are positioned to create significant impact and disruption in cognitive computing, material science, manufacturing, robotics, biotechnology, location based services and semiconductor.

*"There is no question about it - disruptive technologies cut both ways. They can propel their creators to the forefront of their markets and can quickly topple incumbents that don't expect them or see them coming,"* said Basheer Janjua, founder and president of the CTO Forum. *"Rethink Disruption provides great guidance on how to identify new opportunities that arise from emerging technologies and their potential impact on business decision-making."*

The eBook features world-class experts, innovators and thought leaders such as Rodney Brooks of Rethink Robotics, Paul McEuen of Cornell University, Kerrie Holley of IBM, Andy Bechtolstein of Arista Networks, Stephan Biller of GE and others. Readers will delve deeply into the breadth and scopes of opportunities presented by the breakthroughs in engineering, science and technology and learn how to understand the latest forces poised to transform existing markets.

Rethink Disruptionis available now for free [download](http://ctoforum.org/index.php?option=com_events&view=events&layout=event_ebook&eventid=87&fileid=5290).

**About the CTO Forum**

The CTO Forum is a non-profit organization dedicated to fostering a trusted, open and creative environment where the brightest minds of our times convene to address the industry’s most important issues. The CTO Forum brings together the best minds in the technology from different industries to define opportunities, and to collaborate in harnessing the extraordinary potential of technology. The CTO Forum’s mission is to deliver a Global Innovation Platform, where technology leaders collaborate and co-create the technology and solutions that will be critical to meeting tomorrow’s global opportunities and challenges. For more information, please visit [www.ctoforum.org.](http://www.ctoforum.org.)

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