**CTO Forum Releases Second Volume of the Rethink Disruption eBook**

*Rethink Disruption explores emerging technologies that are poised to transform business and society, as we know it today.*

Santa Clara, California – April 2, 2015 – The [CTO Forum](http://www.ctoforum.org/), a premier organization for senior technology and business leaders, today announced the release of a second volume of the complimentary Rethink Disruption eBook on emerging technologies that are truly transforming business and society.

Technology-led innovation continues to disrupt incumbents, rendering yesterday's market leaders into mere footnotes of business history. Only very few companies can ignore the risk of becoming irrelevant. 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 and kick start new engines of growth. This publication comprehensively addresses the latest breakthroughs and paradigm shift technologies that are positioned to create significant impact and disruption in material science, computing, robotics, manufacturing, energy sector and semiconductor.

*"Disruptive technologies present a challenge both for business leaders and those who walk the halls of academia. On the one hand, they represent opportunity, the chance to ride the crest of the coming trends. On the other hand, they could lead down the path to failure,"* said Basheer Janjua, founder and president of the CTO Forum. *"Rethink Disruption provides great guidance on how to separate the technology signals from the noise, identify new opportunities and their potential impact on business decision-making."*

The eBook features renowned experts, innovators and thought leaders such as Roger Howe of Stanford University, Larry Smarr of California Institute for Telecommunications and IT, Steve Brown of Intel, Al Pisano of UC San Diego, Hugh Evans of 3D Systems, Richard Sassoon of Stanford University 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 recognize the latest forces poised to transform existing markets.

Rethink Disruptionis available now for free download [here](http://ctoforum.org/index.php?option=com_events&view=events&layout=event_ebook&eventid=91&fileid=5650).

**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, visit www.ctoforum.org.

**Media Contact:**

Alice Vallesteros

PR & Marketing Manager

CTO Forum

Phone: 408 806 9595

Email: [alice@ctoforum.org](mailto:alice@ctoforum.org)