

The survival guide for everyone feeling threatened by digitalisation

Christoph Keese

DISRUPT YOURSELF

Vom Abenteuer,
sich in der digitalen Welt
neu erfinden zu müssen



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[Disrupt Yourself]

On the adventure of having to
reinvent oneself in a digital
world

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Journalist and Economist **Christoph Keese**, born in 1964, studied economy and graduated from the Henri Nannen School of Journalism. He is one of the most eminent experts on digitalisation and a sought-after public speaker. 2014 saw the publication of *The Silicon Valley Challenge*. His firm Axel Springer hy GmbH helps companies master the challenges of digital restructuring. Keese lives in Berlin.

All of us feel that the ground we are standing on is shaking. Are we paralysed by the thought that about half of all professions is doomed to go the way of the dodo bird? Or does the idea of a brilliant digital future electrify us?

Christoph Keese, one of the leading experts on digitalisation, always has his finger on the pulse of change. He invites us to recognise and use our own personal strengths in order to radically reinvent ourselves, and he shows us how we can keep up with developments. There is a promise in *Disrupt Yourself*, and it is this: we all stand to gain from digitalisation!

Press

"Keese [...] has in spirit remained a reality-oriented pragmatic who can speak with anyone on the street about digitalisation."
Handelsblatt