

# The Power of the Crowd

I wrote a blog in July 2011 called "[What Disruptive Technology is Sneaking Up on You?](#)" I also wrote another one more recently called "[Crowdfunding, the Savior for the Entrepreneur.](#)" Interestingly, they have both been pulled together by the disruptive technology guru [Clayton Christensen](#). Clayton spoke with [CNNMoney](#) for an [article](#) they featured on his involvement in crowdfunding.

---

## Four Ways to Protect Against Disruptive Technology

As a follow up to [last week's blog](#) on disruptive technology, I wanted to talk about ways of getting around the mentality that causes successful firms to be blindsided.

(On a side note, I just watched the movie [The Blind Side](#) again and it's a great analogy to what can happen in business).

[Blockbuster's](#) blind side tackle was being a step off and letting [Netflix](#) sack them.

