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Inventique®

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Jeffrey takes on disruption

A SERIES OUTLINING THE IMPACT OF DISRUPTIVE INNOVATION ON BUSINESS BEGINS IN NOVEMBER

A SERIES of articles describing how companies deal with disruptive innovation starts next month in *Inventique*, the free monthly innovation magazine of the Wessex Round Table of Inventors.

Disruptive innovation is the term used to describe a new product or service which is so innovative that it disrupts its market – thus forcing companies in that market to either radically change their business model or suffer serious consequences.

The series' author, innovation expert Jeffrey Baumgartner, launched

his first company in 1992 and has promoted e-commerce to small- and medium- sized enterprises in the EU on behalf of the European Commission. His career includes periods working as an e-commerce consultant, entrepreneur, magazine columnist and teacher in Asia, Europe and the USA.

Jeffrey's virtual company, Bwiti, is based in Belgium and oversees partner companies in Australia, Belgium, Brazil, Denmark, Norway, UK and the USA. ■

● www.jpbc.com

About Jenni Idea Management

IDEA MANAGEMENT is about capturing, evaluating and implementing innovative ideas from a company's workforce to help make a more innovative and profitable business.

Jeffrey Baumgartner developed a theory of organisational innovation based on creative problem-solving methodology. Central to this theory are frequent structured ideas campaigns focusing on business needs. Using this model, he designed and developed the web-based software tool Jenni Idea Management Software Service.

Jenni™ Idea Management is an intuitive software-and-service combination that enables companies to focus innovative thinking on their current business needs using a collaborative approach, thus maximising the levels of creativity.

● www.jpbc.com/jenni

About *Inventique*

THE FREE monthly innovation magazine of the WRTI is e-mailed to thousands of inventors, R&D centres, universities, government departments, product designers, SMEs, innovation agencies and business angels round the world, and promotes innovations in science, engineering, technology and enterprise. Guest columnists include Trevor Baylis and Sir James Dyson. Press releases and editorial submissions are welcomed.

● To join *Inventique's* free mailing list, click here: www.wrti.org.uk/newsletter

About the WRTI

ONE OF the most influential clubs of its type in the UK, the Wessex Round Table of Inventors includes academics, engineers, entrepreneurs, hobby inventors and scientists among its membership and is based at Southampton Solent University. SSU hosts WRTI club meetings on the second Wednesday of each month, which non-members are welcome to attend if they sign an agreement not to divulge proprietary information.

The WRTI website receives thousands of visits every month, and its 'Inventors Links' page comprises the most comprehensive source of information on the web for inventors, entrepreneurial innovators and small- and medium-sized businesses.

● www.wrti.org.uk

Wessex Round Table of Inventors meet at 6.30pm on the second Wednesday of each month at Southampton Solent University SO14 0RP

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THE INVENTORS WEBSITE