

Press Release

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Stop Breaking Everything: New Book Debunks the Disruption Myth and Reveals What Really Drives Progress

The Hague, April 8, 2025 – Disruption is the business world’s favourite buzzword, but the Dutch-Greek innovation veteran Costas Papaikonomou calls it a costly fallacy. In his provocative new book, *The Disruption Fallacy* (ISBN 9798315825784), he argues that meaningful progress doesn’t come from smashing the system—it comes from working smarter with what’s already there. Aimed at business leaders and particularly suppliers and manufacturers of everyday consumer goods, this is a wake-up call for an industry drowning in hype.

Papaikonomou, co-founder of Happen Group—a global innovation agency that delivered over \$5 billion in revenue growth for clients before its 2019 sale to Accenture—draws on 30 years of hands-on experience and hundreds of successful product launches. From supermarket staples to industrial flops, he’s seen it all. His verdict? “Innovation is a tool, not a goal. Disruption is often just noise that distracts from what is really needed, but harder to do successfully.”

With sharp wit and battle-tested insights, *The Disruption Fallacy* dismantles the obsession with “move fast and break things.” Papaikonomou offers a better way: practical, low-risk innovation that leverages existing production assets. His “Asset-Out Innovation” approach, designing new products around current factory capabilities, slashes costs, speeds up market entry, and boosts success rates. Think less Silicon Valley heroics, more pragmatic wins.

Released in April 2025, the book lands at a critical moment as businesses grapple with tight budgets and sceptical markets. It’s a lifeline for executives, marketers, and R&D teams tired of chasing shiny revolutions when steady evolution gets the job done. As one reviewer puts it: “Full of delusion-busting truths, meaningful advice, and (the secret sauce) funny as hell.”

With a foreword by Frederic Larmuseau, former CEO of Jacobs Douwe Egberts.

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