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# Rockfish and WPP's Knox Examines Entrepreneurial Disruption in "Predicting the Turn: The High Stakes Game of Business Between Startups and Blue Chips"

New Book Challenges the Biggest Brands in the World to Embrace True Innovation

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CINCINNATI, Feb. 14, 2017 /PRNewswire/ -- Managing Director of WPP Ventures and Chief Marketing Officer of Rockfish, a WPP agency, Dave Knox, formally unveiled his guide for big brands to navigate the warp speed of technology adoption, "Predicting the Turn: The High Stakes Game of Business Between Startups and Blue Chips." Knox applies his experience working alongside the world's largest brands, observing vast shifts of competitive disruption occurring from seemingly innocuous startups.

Knox cites the number one blind spot that plagues big brands today – the underappreciation of the speed and scale at which their industries are changing. "In the history of the Fortune 500, big-brand competition had typically been big name to big name – Coca-Cola versus PepsiCo, General Motors versus Ford, P&G versus Unilever – it was a fight over market share and movement of dollars inside that share," he said. "Today, there is an unprecedented rise of an entirely new generation of competition that isn't concerned with winning market share of an existing industry; rather, they are triangulating the inefficiencies and weaknesses inside the industry, highlighting where they can disrupt and thus eliminate said competition. It is this emerging class of competitors that come from non-traditional channels who have changed the game, given rise to the high-stakes of business, and are putting the competitive pressure on. They are the ones changing how you need to re-think your approach to business."

Alongside Knox's deep expertise in large-brand and large-scale enterprise growth models, his passion for the entrepreneurial spirit led him to co-found The Brandery, one of the top 10 startup accelerators in the country, where he has had a front-row seat to watch how startups ideate, execute and ultimately bring disruptive innovation to existing industries, which in some cases have spawned entirely new ones.

"My biggest take away from watching startups interact with big brands is that digital innovation is the great equalizer for all, no matter the size of the businesses," Knox shared. "The big brands that are going to win this next phase of industry are the ones that have learned how to take inspiration from a startup or innovative competitor, and apply their business's scale, brand, and financial resources to launch a new effort. Ultimately, the leaders of yesterday have to learn the rules of this new game of business in order to maintain their position as the leaders of tomorrow." "Predicting the Turn: The High Stakes Game of Business Between Startups and Blue Chips," is available through all major outlets today, February 14<sup>th</sup>. The book can be ordered now on Amazon: <http://a.co/2dvDxmm>. Additional information is available at [www.predictingtheturn.com](http://www.predictingtheturn.com).

## About the Author

Dave Knox is Managing Director of WPP Ventures and Chief Marketing Officer of Rockfish, a WPP agency. Prior to Rockfish, Knox was a seven-year veteran of Procter & Gamble, where he was instrumental in the digital turnaround that led to P&G being named to AdAge's Digital A-List. Dave was named to the iMedia 25 Class of Digital Innovators, CMO of the Year in the inaugural C-Suite Awards by Cincinnati Business Courier, and a 40 Under 40 by AdAge in 2015. Dave is a Managing Partner in the VC firm Vine St. Ventures and is co-founder of The Brandery, one of the top ten startup accelerators in the country.

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