

**Det vigtigste...**



**Amazon did not kill the retail industry.  
They did it to themselves  
with bad customer service.**

# UBER

**Uber did not kill the taxi business.  
They did it to themselves  
with limiting the number of taxis  
and fare control.**



**Apple did not kill the music industry.  
They did it to themselves  
by forcing people to buy full-length albums.**

**Technology by itself is not the real disruptor.  
Being non-customer centric is the biggest  
threat to any business!!!**