The rapid changes in technology can make or break a company or industry. Failure to develop a coping strategy from a technological disruption can have severe consequences. *The Search for Survival: Lessons from Disruptive Technologies* examines firms critically affected by technological disruptions and presents lessons learned as well as a model for survival. Henry C. Lucas, Jr. is the Robert H. Smith Professor of Information Systems at the Robert H. Smith School of Business.

Copies of the book will be available for purchase and signing. Light refreshments will be served. For more information, please visit [www.lib.umd.edu/MCK/booktalks.html](http://www.lib.umd.edu/MCK/booktalks.html)