



A Conversation with

HANK LUCAS

Tuesday
February 26
4:30-6:00pm

McKeldin Library, Room 6137
Special Events Room



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.

