



The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

By Amber Naslund, Jay Baer

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social, Amber Naslund, Jay Baer, The social web has changed the way we do business forever. The future of your company is not in measured, considered responses and carefully planned initiatives. Business today is about near-instantaneous response. About doing the best you can with extremely limited information. About every customer being a reporter, and every reporter being a customer. About winning and losing customers in real-time, every second of every day. About a monumental increase in the findable commentary about our companies. Having the time and information required to make a considered business decision is a luxury - a luxury that's quickly facing extinction. Yet business hasn't adapted to this evolution. And adapt you must. This book isn't about how to "do" social media. Instead, The Now Revolution outlines how you must retool your organization to make real-time business work for you rather than against you. Read about seven shifts that will help you make your company faster, smarter, and more social: * Engineer a New Bedrock * Find Talent You Can Trust * Organize your...



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This book is definitely worth acquiring. I have gone through and so I am certain that I will likely to read through again and again in the future. It's been printed in an exceptionally basic way in fact it is only after I finished reading this publication in which actually altered me, change the way in my opinion.

-- Andres Bashirian

Comprehensive guide for publication fanatics. This really is for all who state there had not been a well worth reading through. I discovered this ebook from my dad and I encouraged this book to find out.

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