



The Connected Company

Dave Gray

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The Connected Company Dave Gray
With a foreword by Alex Osterwalder.

The future of work is already here.

Customers are adopting disruptive technologies faster than your company can adapt. When your customers are delighted, they can amplify your message in ways that were never before possible. But when your company's performance runs short of what you've promised, customers can seize control of your brand message, spreading their disappointment and frustration faster than you can keep up.

To keep pace with today's connected customers, your company must become a connected company. That means deeply engaging with workers, partners, and customers, changing how work is done, how you measure success, and how performance is rewarded. It requires a new way of thinking about your company: less like a machine to be controlled, and more like a complex, dynamic system that can learn and adapt over time.

Connected companies have the advantage, because they learn and move faster than their competitors. While others work in isolation, they link into rich networks of possibility and expand their influence.

Connected companies around the world are aggressively acquiring customers and disrupting the competition. In *The Connected Company*, we examine what they're doing, how they're doing it, and why it works. And we show you how your company can use the same principles to adapt—and thrive—in today's ever-changing global marketplace.

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Emil Townsend:

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Virginia McNally:

Reading can called head hangout, why? Because when you find yourself reading a book especially book entitled The Connected Company your brain will drift away trough every dimension, wandering in every single aspect that maybe not known for but surely will become your mind friends. Imaging just about every word written in a publication then become one web form conclusion and explanation in which maybe you never get prior to. The The Connected Company giving you an additional experience more than blown away the mind but also giving you useful details for your better life with this era. So now let us demonstrate the relaxing pattern is your body and mind are going to be pleased when you are finished examining it, like winning a casino game. Do you want to try this extraordinary wasting spare time activity?

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Daniel Scott:

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