



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

Jay Baer, Amber Naslund

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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 Armies
- Answer the New Telephone
- Emphasize Response-Ability
- Build a Fire Extinguisher
- Make a Calculator

The Now Revolution is pushing you to adapt the way you do business, from the inside out. It impacts your organization culturally, operationally, and functionally. This book is your guide to making the changes you need, and to harnessing the potential of this new communication era.

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Jennifer Dillon:

The book untitled The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social contain a lot of information on this. The writer explains her idea with easy method. The language is very clear to see all the people, so do not necessarily worry, you can easy to read that. The book was authored by famous author. The author brings you in the new period of literary works. You can easily read this book because you can please read on your smart phone, or model, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and also order it. Have a nice read.

Marcella Baird:

In this period globalization it is important to someone to acquire information. The information will make a professional understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher that print many kinds of book. Often the book that recommended for your requirements is The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social this reserve consist a lot of the information of the condition of this world now. This book was represented how do the world has grown up. The vocabulary styles that writer value to explain it is easy to understand. The particular writer made some study when he makes this book. That is why this book appropriate all of you.

Fannie Vincent:

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Lorraine Michael:

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like to open a book and examine it. Beside that the book The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social can to be your brand-new friend when you're experience alone and confuse using what must you're doing of this time.

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