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Disrupting Digital Business: Create an Authentic Experience in the Peer-To-Peer Economy

By R Ray Wang

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they re passionate about influence their decision making and their spending. The workforce has changed, too. Employees expect to be able to determine when and how they will work, the technology they ll use, and the values their company will espouse. Organizations can take part in this conversation only if they recognize how and where it s happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change how they can keep their...



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