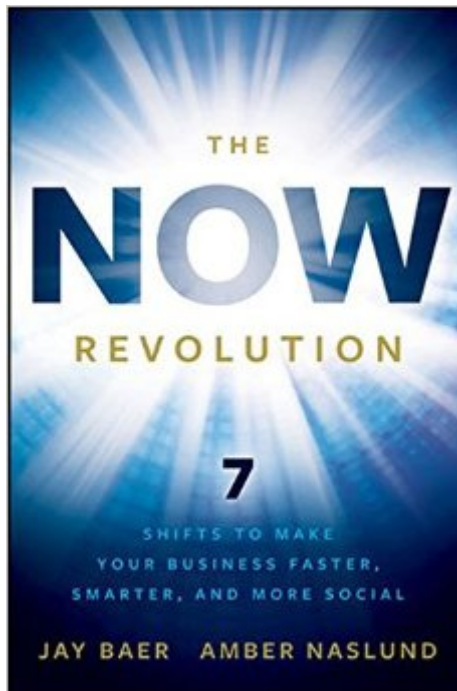


The book was found

The NOW Revolution: 7 Shifts To Make Your Business Faster, Smarter And More Social



Synopsis

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.

Book Information

Hardcover: 224 pages

Publisher: Wiley; 1 edition (February 8, 2011)

Language: English

ISBN-10: 047092327X

ISBN-13: 978-0470923276

Product Dimensions: 6.3 x 0.9 x 9.3 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (37 customer reviews)

Best Sellers Rank: #118,353 in Books (See Top 100 in Books) #95 in [Books > Business & Money > Processes & Infrastructure > Structural Adjustment](#) #103 in [Books > Business & Money > Processes & Infrastructure > Organizational Change](#) #188 in [Books > Business & Money > Processes & Infrastructure > Organizational Learning](#)

Customer Reviews

In case you've been living in a cave, Jay Baer and Amber Naslund have teamed up and published

The NOW Revolution - 7 Shifts to Make Your Business Faster, Smarter, and More Social. Their new book has been receiving rave reviews and I received a copy with the understanding that I would share my thoughts after reading it... There is a high probability that this book will frustrate you. Yes... frustrate you, but follow me here. Jay and Amber have decided to tackle the challenge businesses are facing to adjust to being social and not just doing social. For those of us in or around the "social" industry, we completely grasp this concept. The NOW Revolution is organized into seven sections - the 7 shifts mentioned in the title. Each shift walks us through the process of becoming social, scalable and sustainable. There are action items, questions, summaries and plenty of additional documents linked via Microsoft Tag technology. But, you're wondering why this book may frustrate you. Most companies are not social. Even the companies that do social. Most companies have processes and organizational hierarchies that inhibit being social. If you have a finger on the pulse of where you work... there is a good chance that reading an actionable guide of what you should or can do to infuse social into your business will lead you to the conclusion How the *\$&^ am I going to make this happen? Being a social company is not a fluffy thing. It isn't a trendy thing. It isn't creating cool content that is sharable. It is changing the entire culture of your organization and embracing the fact that there are TONS of things out of your control.

[Download to continue reading...](#)

The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Summary and Analysis | Smarter Faster Better: The Secrets of Being Productive in Life and Business, by Charles Duhigg Smarter Faster Better: The Secrets of Being Productive in Life and Business The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter, Updated and Expanded The First 90 Days, Updated and Expanded: Proven Strategies for Getting Up to Speed Faster and Smarter Big Shifts Ahead: Demographic Clarity For Business UX for Lean Startups: Faster, Smarter User Experience Research and Design Lifehacker: The Guide to Working Smarter, Faster, and Better A Smarter Way to Learn HTML & CSS: Learn it faster. Remember it longer. (Volume 2) Mastering Clojure Macros: Write Cleaner, Faster, Smarter Code Launch to Market: Easy Marketing For Authors (Write Faster, Write Smarter Book 4) Write to Market: Deliver a Book that Sells (Write Faster, Write Smarter 3) The 7 Mind Shifts to Ignite Your Success Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization

Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) May Cause Miracles: A 40-Day Guidebook of Subtle Shifts for Radical Change and Unlimited Happiness Magic Shifts: Kate Daniels, Book 8 Six-Figure Musician: How to Sell More Music, Get More People to Your Shows, and Make More Money in the Music Business: Music Marketing [dot] com Presents

[Dmca](#)