



The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion

By John Hagel, John Seely Brown, Lang Davison

The Perseus Books Group. Paperback / softback. Book Condition: new. BRAND NEW, The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion, John Hagel, John Seely Brown, Lang Davison, In a radical break with the past, information now flows like water, and we must learn how to tap into its stream. Individuals and companies can no longer rely on the stocks of knowledge that they've carefully built up and stored away. Information now flows like water, and we must learn how to tap into the stream. But many of us remain stuck in old practices practices that could undermine us as we search for success and meaning. In this revolutionary book, three doyens of the Internet age, whose path-breaking work has made headlines around the world, reveal the adjustments we must make if we take these changes seriously. In a world of increasing risk and opportunity, we must understand the importance of "pull." Understood and used properly, the power of pull can draw out the best in people and institutions by connecting them in ways that increase understanding and effectiveness. Pull can turn uncertainty into opportunity, and enable small moves to achieve outsized impact...



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