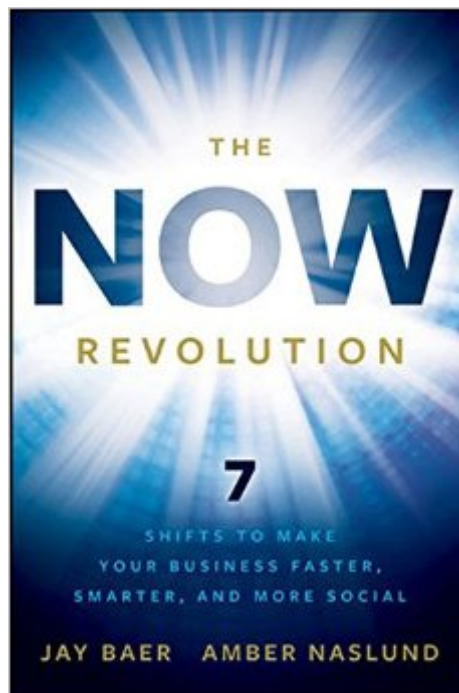


The book was found

# 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

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## 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.

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