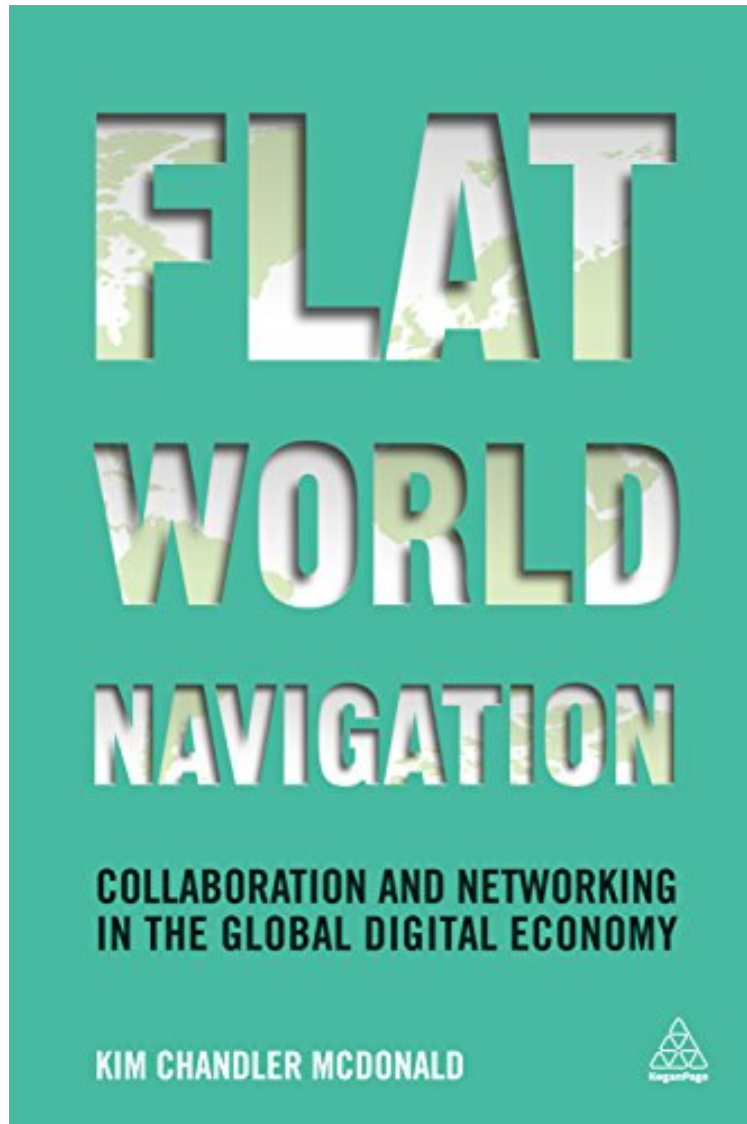


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Flat World Navigation: Collaboration and Networking in the Global Digital Economy

Kim Chandler McDonald

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Kim Chandler McDonald : Flat World Navigation: Collaboration and Networking in the Global Digital Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Flat World Navigation: Collaboration and Networking in the Global Digital Economy:

1 of 2 people found the following review helpful. Flat World Navigation offers the tools for successfully navigating the new business landscape. By Joan Vos MacDonald I came into my current job as president and publisher of a website about Korean pop music, television and film, from the writing side. But as I became more involved in the

visioning of what our company might become, it was fascinating to learn more about navigating the increasingly flat world businesses can grow and thrive in. Our office is international and increasingly virtual although we do have a New York City location for practical purposes. We work around the world on varying schedules, communicate via Skype and various apps and have used Facebook, YouTube, Twitter and Instagram to expand our outreach. The new flat world enables us to communicate, connect and collaborate with fans and news makers around the world. You have written the right book at the right time. 2 of 2 people found the following review helpful. OKBy DarrenIngram_dot_com For how long have we been told that hierarchies are crumbling, whether it is in the world of work or in our social lives. We are increasingly going direct, cutting out the middleman or intermediary. Our world is increasingly becoming a flat world, the author of this book observes. We cannot throw away the old skills and techniques used to navigate and collaborate through the hierarchy ndash; a typical vertical hierarchy ndash; as we still need them as we move along the flatter, horizontal world. After all, we may be doing it and more of it ourselves; so we must know what we are doing and streamline or maximise our actions. We also need to think about other travellers in this flat world, ensuring that any interactions they may make with us and our companies are as smooth as possible. It is in all of our interests in so many different ways. This book is a series of collected chapter essays, relaying the considered insights of many people who are already navigating the flat world with aplomb. Taken in isolation there is a great range of opinions and experiences that the reader can get from this book, before moulding them together to hopefully get something that will equip them for this brave new future. It is not the clearest, easiest and most direct of reads. Taken together, the book suffers; it lacks a certain common voice, a feeling of togetherness and a bit of its fizz is missing. This was more disturbing and distressing because you can sense there is a lot of great information within, screaming to get out. In one way this is a great example of why we need to ensure our flat world is easily navigable, as it might be a ldquo;one shotrdquo;-attempt to connect with us or, should persistence be engaged, the experience may not be as engaging and mutually beneficial as it should be; the implications of this are fairly obvious. This book could be the equivalent of a one-stop-shop information source, yet this readers's potential loyalty to the brand is not guaranteed as the navigable path felt to be strewn with rocks and thus should a perceived better, smoother rout exist to similar material, whether better or not, maybe one steers the boat in that direction, possibly never to return. Regrettably, it just didn't feel that this book was really ready. Pioneers are often breaking new ground, yet the messages they pass on for wider public attention do need to be very clear, acting as a magnet to draw in a crowd who may be confused, sceptical or unsure. Just preaching to the converted is not enough. 2 of 2 people found the following review helpful. Peering around Corners, Sensing Emergent Futures: This Book Actually Helps You Do That! By Gordon Feller The digitization of everything; the power of emerging technologies; the avalanche of Big Data mdash; it makes for an amazing read, when treated in a smart and innovative manner. Yours's; I see this for yourself when you get your hands on the newest book to decipher the future: "Flat World Navigation: Collaboration and Networking in the Global Digital Economyrdquo;. (Full disclosure: I make an appearance in the book). Once upon a time, collaboration and information were two boring domains. But, as this books's expert author Kim Chandler McDonald makes abundantly clear, that is no longer the casehellip;..not anymore!mdash; Gordon Feller, Meeting of the Minds (<http://cityminded.org>) (San Francisco, California)

Flat World Navigation introduces the new future of work in the 'flattened world' of the new digital attention-based economy, where real connections can be made in seconds across departments, businesses, cultures and countries. Combining the best elements of networking, social media outreach and collaborative techniques, flat world navigation is an essential capability to build and maintain relationships between colleagues, customers and partners. Employees who can transform themselves into flat world navigators, experts in mediating these powerful relationships and bringing the customer into the conversation, will mean the difference between success and failure in business. Flat World Navigation includes exclusive insights and interviews with international business leaders who successfully use flat world navigation skills, such as the Emmy-winning former NBC and Wall Street Journal reporter Kare Anderson, Sandy Carter at IBM, Gordon Feller at CISCO Systems, Aria Finger at DoSomething.org, Louise Guido at ChangeCorp, Jeffrey A. Finkle at the International Economic Development Council and Carolyn Lawrence, CEO of Women of Influence. This book is grounded in real-world experience with insights and advice to build your skills base and empower the next generation of business people. Additionally, it is of great use to business owners and managers looking to effectively leverage the skills of these flat world navigators, whose critical role brings attention to ideas, products and services and, as such, must be part of a successful business strategy.

ldquo;Irs's; more than impressed with lsquo;Flat World Navigation, Collaboration and Networking: Building dynamic relationships in the global digital economy's's; which I found extremely informative and pertinent to navigating in the flat world. In truth, I hadn't given much thought to flat world concepts and navigational practices prior to reading the book and that is why I say ldquo;informativerdquo; and ldquo;pertinent.rdquo; While Irs's; typically not an early adapter of technology, the book gave me new and improved ways of thinking about the digital economy; I resonated in particular with what was said about the critical importance of attention and

collaboration. Flat World included interviews with an extraordinarily diverse and distinguished group of people, capturing an immense amount of wisdom. Additionally, Kim articulated her findings with ease and lucidity. Wow!