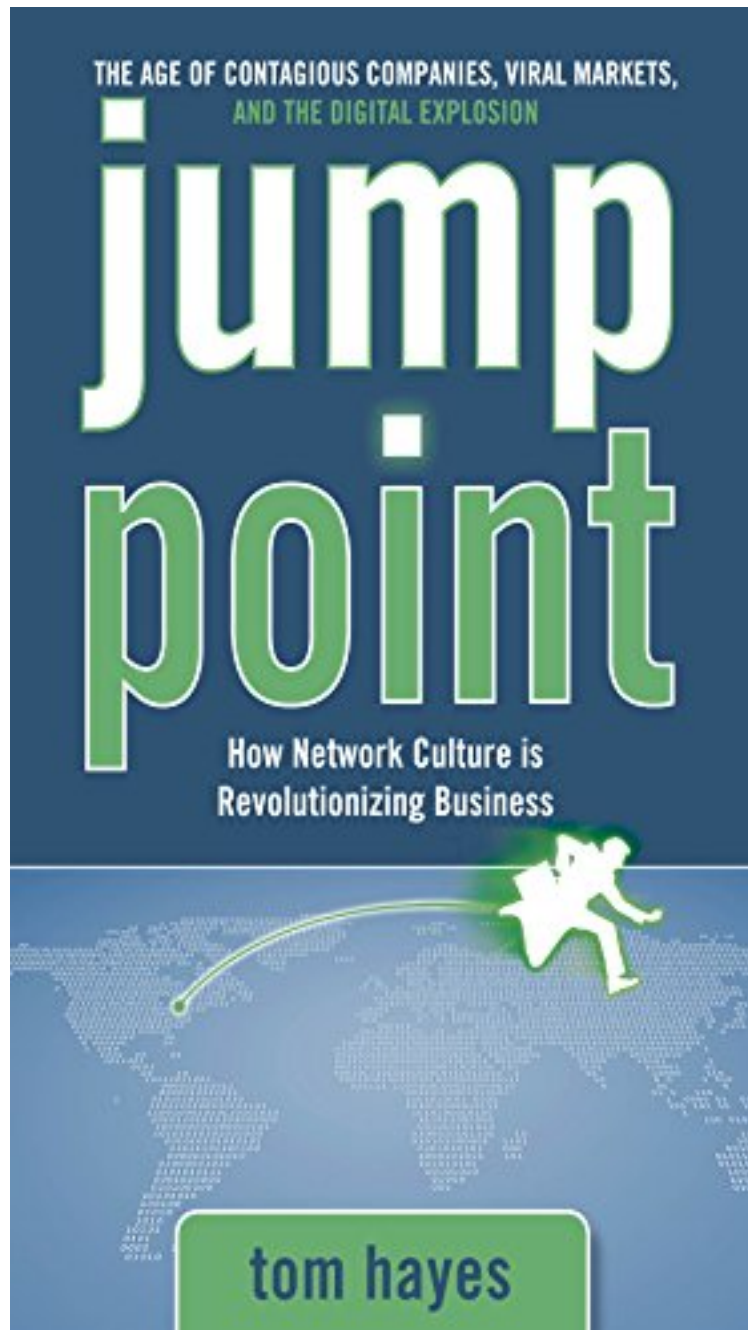


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Jump Point: How Network Culture is Revolutionizing Business

Tom Hayes

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Tom Hayes : Jump Point: How Network Culture is Revolutionizing Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Jump Point: How Network Culture is Revolutionizing Business:

21 of 21 people found the following review helpful. Insightful description of business-consumer interaction in the near-future
By Eric Balkan
Ever wonder what the interaction between business and consumers will be like in the not-too-distant future? (Hint: it probably won't include the singing cereal box of the movie *Minority Report*.) Author Tom Hayes thinks we're in the first steps of a massive cultural change, as fundamental as The Industrial Revolution. Interconnectivity. You can see it beginning now with the success of social networking sites, and retailer websites like this one that allow for user reviews. A major hallmark of the future will be a battle for the consumer's attention, with the winner going to those businesses whom the consumer trusts. (Out with TV pitchmen and in with friends' recommendations.) Those businesses that allow consumers to mashup their own products will leave behind those that insist on strict intellectual property rights. You can see a lot where the future is going by just looking around, by extrapolating trends, but Hayes puts it all together into a cohesive whole. This is a must-read book for anyone, businessperson or consumer, who wants to understand where society is going. And Hayes thinks we'll be there soon -- predicting 2011 as the point where there'll be 3 billion people world-wide connected to the Internet. I gave the book 5 stars not because it was perfect -- I think Hayes's enthusiasm sometimes makes him jump to conclusions -- but because there are so many ideas and observations here that it would take ages to put something like this together from other sources. And it's well-written, in a light, breezy style, that kept my attention throughout. Well-done!
0 of 0 people found the following review helpful. Great Read
By M. Kendall
I'm not sure how he identified the tipping point in the online world, but the material was written very well. This is a must read for any business that depends on advertising. It's also very insightful on the world in which our kids will grow up in. Some of the internet tools that seem silly are going to be very important after the "jump point". I also enjoyed learning about some new websites that I wasn't familiar with.
Good Work!
0 of 0 people found the following review helpful. Invaluable Insights
By Jumpin Jack Flash
Very important book for those looking for insights as to how the business environment is/might/will continue to change - especially if the trend towards globalization becomes more difficult as a result of the ongoing global economic crisis (David M. Smick: *The World Is Curved*). One very important piece of the global puzzle.

Plug into the nonstop global economy of billion-selling products and trillion-dollar markets
The Web 3.0 world of "pandemic economics" is a new economy that will function outside the traditional laws of commerce, free from today's impediments to business growth, and in a world where every person is connected to each other. *Jump Point* is the powerful guide that will help you to challenge old assumptions, rethink your business models, and take advantage of this fast-moving, unfettered, and fiercely competitive environment. Silicon Valley guru Tom Hayes explores how the new economy will arrive at a single jump point by 2011, bringing with it virulent market trends. Only those prepared for the new marketplace dynamics will be left standing amidst unfamiliar players, shape-shifting consumers, and wealth-evaporating forces. This forward-thinking book examines the implications of collaborative behavior on the global market
The human drive behind the "agency" impulse, which spawns social media communities, multiplayer online games, and crowdsourcing sites
How to act on and react to real-time external events
The pitfalls of "response latency" and why too much information can kill a company
How to create a "virion" or marketmaking product, by tapping the power of person-to-person viral dynamics
Don't get left holding yesterday's toolkit. Rethink your business in terms of the global network, and take it from the jump point into exponential growth.

From the Back Cover
Critical Acclaim for *Jump Point*
"This is the Tipping Point for geeks."
-Guy Kawasaki
"Ignore this book at your peril. Tom Hayes has seen the future of business-and it is both scary and exhilarating."
-Michael S. Malone, ABCNews.com
"Tom Hayes navigates the future with alacrity. you will learn about memes, rumor laws, shopping gossip, astroturfing, cruft, and attention theft-all fundamental sociological aspects of the evolving internet and all its offshoots. I read *Jump Point* and had five new ideas for companies that entrepreneurs can pursue."
-Tim Draper, Draper Fisher Jurvetson
"*Jump Point* rewarded my attention! Tom Hayes writes with great clarity and insight about new consumers and how new media and technology are changing our daily life habits."
one of the best business books I have read this year.
-Ted Leonsis, Vice Chairman Emeritus, AOL
About the Author
Tom Hayes has been called a "tastemaker for the new net generation," and a marketing maverick. A veteran of Silicon Valley, his career includes executive positions at HP, Applied Materials, AMD, and telecom software leader Enea. Tom was the founding CEO and Chairman of Joint Venture: Silicon Valley. *Fast Company* magazine called him "a model citizen for the 21st Century" for his many efforts to promote good corporate citizenship among high tech companies. His blog, *Tombomb.com*, is a popular and often-quoted commentary on the world of Web 2.0 and beyond. Visit jumpointbook.com.