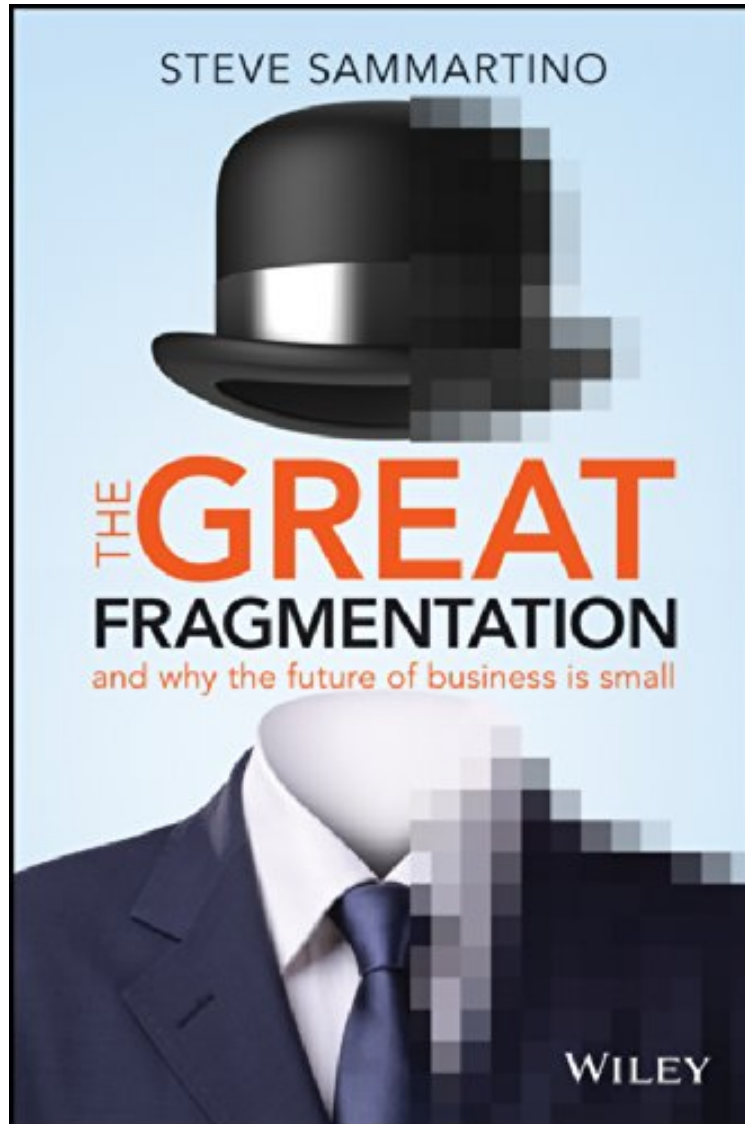


[Download] The Great Fragmentation: And Why the Future of Business is Small

The Great Fragmentation: And Why the Future of Business is Small

Steve Sammartino

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Steve Sammartino : The Great Fragmentation: And Why the Future of Business is Small before purchasing it in order to gage whether or not it would be worth my time, and all praised The Great Fragmentation: And Why the Future of Business is Small:

6 of 6 people found the following review helpful. This is how business books should be written. By Nicholas J Hodges This book is pretty much what I imagine getting in a kitchen with Gordon Ramsay would be like. It's non stop - a barrage of things you just didn't know, things you thought you did know but were completely wrong about, and things described in ways you've just never considered before. But at the end of it all, you're stuffed full of awesome, and have learnt a whole swag of new words. This isn't a business book for those that like the standard format. Rather

than "doing a Gladwell" and introducing one core premise and then spending 14 chapters telling me slightly different stories to demonstrate that premise, Steve Sammartino makes his point and moves on. This book could have been ten separate books - it's that thick with ideas. Sammartino's talent in storytelling and speaking shines through - every point illustrated clearly and succinctly. If you want pithy catchphrases to throw out at your next board meeting, skip this book. If you want to find the next two-by-two matrix to demonstrate to your boss why your business is completely screwed and you don't really know what to do about it, skip this book. If you want to get learned on the hundred small things that are combining together to change business, culture, and the world - don't skip this book. 0 of 0 people found the following review helpful. Futureproof your business with the insights from this book By Mr Daniel J Groch It's amazing how much ground this book covers in about 280 pages. Steve seems to have a knack for making complex ideas simple. Really simple. And he connects the dots between seemingly disparate events and trends. I'm guessing it's the advertising background. One of the points that really stuck with me is that people get too caught up in tactics. Tactics are short term, philosophy is enduring. The way the world works is changing. It's getting more complex, chaotic, unpredictable. To see through the constant change, you've got to stick to some core principles. As Jeff Bezos says, build your strategy around the things that don't change. In the new economy we're all required to do some unlearning to stay profitable and relevant. Read this book to help you empty the bathtub on all the crunk knowledge sloshing around your mind right now. Then get ready to fill it up with a ton of fresh insight! 0 of 0 people found the following review helpful. Could be more concise By G Whiteman Read to get an understanding of what is going on with the internet disintermediation of old business models and some key understanding. Don't completely agree with his sociological understandings but hey, in the public realm, the truth about human nature has to be obscured. The style is also guru which is wearsome to read. This is the only book I have read on this subject, apart for the newspaper articles and personal insight, so I can't say how it compares. The author likes gushing.

Doing business in the digital age The Great Fragmentation: And Why the Future of All Business is Small is a business survival manifesto for the technology revolution. As the world moves from the industrial era to the digital age, power is shifting and fragmenting. Power is no longer about might and ownership; power in a digital world is about access. Existing businesses need to understand this shift and position themselves to survive and thrive in an environment where entrepreneurs and start-ups enabled by access to technology are genuine threats. Author Steve Sammartino is widely regarded as a thought leader on the subject of technology and business, and helps companies transition from industrial-era thinking to the mindset and processes required to compete in today's digital marketplace. The Great Fragmentation shows how technological changes such as Big Data, gamification, crowdfunding, Bitcoin, 3D printing, social media, mashup culture and artisanal production will forever change business and the way we live our lives. Examine how the digital era has altered where we work, how we work, where we live and what we do Discover how the digital era has impacted social and economic structures, including educational systems, financial systems and government policy Understand that the social media and collecting 'friends' is just the tip of the iceberg in a digital business environment Weaving together insights from business, technology and anthropology, The Great Fragmentation provides both corporations and entrepreneurs with a playbook for the future of work, life and business in the digital era.

From the Back Cover Steve delivers a cogent and generous synthesis of so many of the big ideas changing the way we live and work today. Seth Godin, author of The Icarus Deception As the world moves from the industrial era to the digital age, power is shifting and fragmenting. Power is no longer about might and ownership; power in a digital world is about access. The Great Fragmentation is a business survival manifesto for the technology revolution. As entrepreneurs and startups enabled by access to technology become genuine threats, existing businesses need to understand how to position themselves to survive and thrive. Author Steve Sammartino shows how changes such as gamification, crowdfunding, crypto currency, 3D printing, social media, mash-up culture and artisanal production will forever influence business and the way we live our lives. This book combines insights from anthropology, culture, technology and commerce to provide both corporations and entrepreneurs with a long-term playbook for the future of work, life and business in the digital era. Discover why the future of business is small. About the Author STEVE SAMMARTINO had his first startup before the age of 10, running an organic egg farm in the 1970s before the words 'organics' or 'startups' had been invented. He now travels the world helping companies transition from industrial era thinking to the digital age. He is an expert on the shift to the digital and connected economy, and loves helping people make sense of it all. Read Steve's blog at www.stevesammartino.com