

THE MESH WHY THE FUTURE OF BUSINESS IS SHARING



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Portfolio Trade. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.0in. x 5.3in. x 0.8in. Lisa Gansky is the ideal tour guide and provocateur for this big idea. -Seth Godin, author of Linchpin and Poke the Box Traditional businesses follow a simple formula: create a product or service, sell it, collect money. But in the last few years a fundamentally different model has taken root-one in which consumers have more choices, more tools, more information, and more peer-to-peer power. Pioneering entrepreneur Lisa Gansky calls it the Mesh and reveals why it will dominate the future of business. Mesh companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. Gansky reveals how there is real money to be made and trusted brands and strong communities to be built in helping your customers buy less but use more. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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