



## Living Networks - Anniversary Edition: Leading Your Company, Customers, and Partners in the Hyper-Connected Economy (Paperback)

By Ross Dawson

Lulu.com, United Kingdom, 2008. Paperback. Condition: New. Anniversary. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.An executive s guide to success in the network economy The networks are coming to life. In Living Networks, Ross Dawson offers a systematic executive s framework for taking advantage of this extraordinary transformation. Dawson shows how to lead organizations in our intensely networked global economy. He shows how to tap networks to deepen relationships with customers and partners, promote distributed innovation, and accelerate the development of profitable new products and services. Finally, he shows how individuals can plug into living networks to liberate themselves, earn more money, and achieve greater personal satisfaction.

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