



Business at the Speed of Thought: Succeeding in the Digital Economy (Penguin Business Library)

By Bill Gates, Collins Hemingway

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Most companies have a sizeable investment in technology but are realising only 20 per cent of its potential benefit. "Business @ the Speed of Thought" introduces the concept of the digital nervous system which unites all systems and processes under one common infrastructure, allowing companies to make quantum leaps in efficiency, growth and profit. Using detailed tours of Microsoft and other major corporations, Gates demonstrates how integrated technology can transform any business by energizing its three major elements: customer/partner relationships, employees and process, and offers practical suggestions on how this can be achieved.

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Business at the Speed of Thought: Succeeding in the Digital Economy (Penguin Business Library) By Bill Gates, Collins Hemingway Bibliography

- Rank: #2058749 in Books
- Brand: Brand: Penguin
- Published on: 2000-05-25
- Original language: English
- Dimensions: 7.80" h x .87" w x 5.08" l, .80 pounds
- Binding: Paperback
- 560 pages

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Editorial Review

Review

"A road map for managers...effectively walks the reader through the business and life improvements the wired world presents....Plenty of specific tips and advice". -- USA Today

About the Author

Bill Gates is the chairman and chief executive officer of Microsoft Corporation, which employs 27,000 people in 60 countries. His vision and commitment regarding personal computing have been central to the success of Microsoft and in the advancement of software technology. He lives in the Seattle area with his wife and two children.

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