



Managing in the Digital Era (Paperback)

By Nuno Ribeiro

Createspace, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Everything changes. We are currently immersing in the Digital Era and going through in-depth change. The companies, economy, society, and even us as individuals are changing (or should be). Managing in the Digital Era is a new challenge for entrepreneurs, managers, marketers, economists, politicians. The impact of change is such that no one is left out. Communication is in the core of these changes, requiring an in-depth review of the Media industry business models and also those of other industries. Technology, on the other hand, is the major engine of this new Era, and more than ever the leading role will be played by leaders and their teams. Today, any citizen speaks to the world, asks questions and makes demands. This book pictures the changes and the paths that are being designed by world giants, and clarifies the new challenges facing us.



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Reviews

Extensive guide! Its such a excellent read. This can be for anyone who statte that there was not a worth looking at. I am just effortlessly will get a satisfaction of looking at a written publication.

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This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dr. Easton Collier DVM**