



The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution (Hardback) - Common

By (author) Brian Solis

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It's an era of business and consumerism - and you play a role in defining it. Today's biggest trends the mobile web, social media and real-time have produced a consumer landscape. This title explores this complex information revolution, how it has changed the future of business, media, and culture, and what you can do about it.



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