



# The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

*Jay Baer, Amber Naslund*

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The social web has changed the way we do business forever


The future of your company is not in measured, considered responses and carefully planned initiatives. Business today is about near-instantaneous response. About doing the best you can with extremely limited information. About every customer being a reporter, and every reporter being a customer. About winning and losing customers in real-time, every second of every day. About a monumental increase in the findable commentary about our companies.

Having the time and information required to make a considered business decision is a luxury - a luxury that's quickly facing extinction. Yet business hasn't adapted to this evolution. And adapt you must.

This book isn't about how to "do" social media. Instead, *The Now Revolution* outlines how you must retool your organization to make real-time business work *for* you rather than against you. Read about seven shifts that will help you make your company faster, smarter, and more social:

- Engineer a New Bedrock
- Find Talent You Can Trust
- Organize your Armies
- Answer the New Telephone
- Emphasize Response-Ability
- Build a Fire Extinguisher
- Make a Calculator

*The Now Revolution* is pushing you to adapt the way you do business, from the inside out. It impacts your organization culturally, operationally, and functionally. This book is your guide to making the changes you need, and to harnessing the potential of this new communication era.

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writer made some investigation when he makes this book. This is why this book ideal all of you.

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