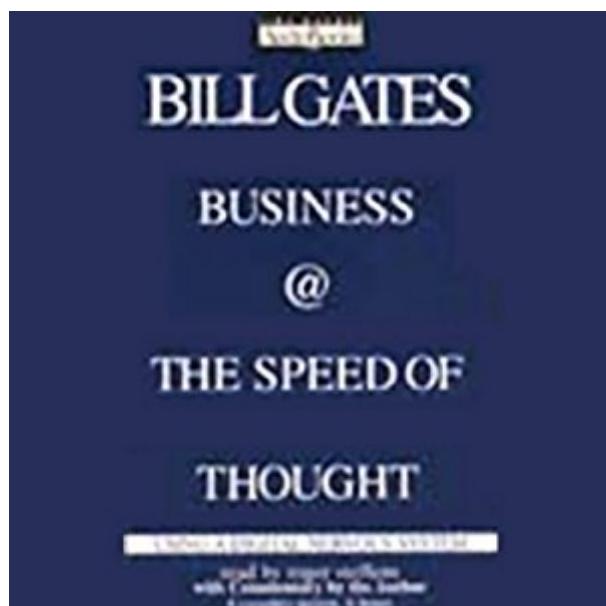


The book was found

# Business @ The Speed Of Thought: Using A Digital Nervous System



## **Synopsis**

As the cofounder, chairman, and chief executive officer of Microsoft, the world's leading provider of software for personal computers, Bill Gates played a prominent role in launching the Information Age. Now this modern visionary reveals how expanding technology is propelling the business world into an exciting new economic era...how every manager can - and must - stay ahead of the curve...and how integrated information systems can help every organization achieve Business @ the Speed of Thought. This program is narrated by Roger Steffens and includes commentary by the author.

## **Book Information**

Audible Audio Edition

Listening Length: 6 hours

Program Type: Audiobook

Version: Abridged

Publisher: Hachette Audio

Audible.com Release Date: December 16, 1999

Language: English

ASIN: B0000547LV

Best Sellers Rank: #39 in Books > Computers & Technology > Internet & Social Media > E-Commerce #153 in Books > Audible Audiobooks > Nonfiction > Computers #241 in Books > Business & Money > Management & Leadership > Strategy & Competition

## **Customer Reviews**

Taken in its entirety, this (March) 1999 release by the author of "The Road Ahead" has been a multi-media event. The print edition has been available in hard-cover or paperback. The audio cassette format has been marketed in both abridged and unabridged versions, and there's also been an audio compact disc available. The content poured into the book's web-site has been extensive, and has included an insightful 45-minute video "chat" by Mr. Gates recorded on March 31, 1999. There is little about the publication that hasn't been covered in over 100 reviews on either .com, Barnes&Noble.com, or other web-sites. Traditional media coverage has been extremely broad based, and the book was ranked in the top ten on just about every final 1999 business bestsellers list, including the New York Times and USA Today's. Like it or not, there's no denying that this book has reached out deep into the critical masses. But, (in less than a year), has the response to this work perhaps surpassed the actual content in importance? Take for example Scott Rosenberg's

hard-hitting perspective in which Mr. Gates is critiqued as an author with obviously passionate ideas on business management, but also as one who is either unwilling or unable to break out of a dull corporate-speak writing tone. Mr. Rosenberg cites "e"source proponents of the idea "that the Internet is rapidly transforming not just the speed but the tenor and content of business communications." He furthers the suggestions that the corporate lingua-franca is soon to be made a remnant of our popular culture, and could very well be replaced with a much more original form of thought as one of the results of the "Web lifestyle" Mr. Gates is promoting.

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