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Anywhere: How Global Connectivity is Revolutionizing the Way We Do Business

By Emily Nagle Green

Tata McGraw-Hill Education Pvt. Ltd., 2010. Softcover. Book Condition: New. First edition. Anywhere is the next business revolution with the potential to be bigger for business than the Internet. A bold statement, yes, but according to global consultancy Yankee Group, Anywhere will be worth billions of dollars to businesses in the next ten years and allow them to reach over 5 billion customers, many in previously untapped global markets. Foreword: The Internet Comes of Age by Don Tapscott Part I: Welcome to ANYWHERE Chapter 1: The ANYWHERE Revolution Chapter 2: Going from Somewhere to ANYWHERE Chapter 3: ANYWHERE-Where and When? Part II: The ANYWHERE Consumer Chapter 4: The Emerging Portability of Experience Chapter 5: Meet the ANYWHERE Consumer of the Future Chapter 6: Our ANYWHERE Appetites Part III: The ANYWHERE Enterprise Chapter 7: The ANYWHERE Consumer Goes to Work Chapter 8: The Enterprise Goes ANYWHERE Part IV: Profiting from ANYWHERE Chapter 9: How ANYWHERE Do You Need to Be? Chapter 10: How to Go ANYWHERE Chapter 11: Some ANYWHERE Unknowns Chapter 12: ANYWHERE: Final Thoughts Printed Pages: 300.



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