



## Whiplash: How to Survive Our Faster Future

By Joi Ito, Jeff Howe

BRILLIANCE AUDIO, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Today, not only is everything digital getting faster, cheaper, and smaller at an exponential rate, we also have the Internet. When these two revolutions--one in technology and the other in communications--joined, an explosive force was unleashed that changed the very nature of innovation. And with any change, we have seen many strategic blunders and extraordinary learning curves along the way. At last, in Whiplash, Joi Ito and Jeff Howe have distilled nine organizing principles for navigating and surviving this tumultuous period. These principles give us a roadmap on how to thrive no matter what industry we re in. With Whiplash, two great thinkers tell us how to adapt and succeed in today s unpredictable marketplace.



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### Reviews

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