

Jerk: Twelve Steps to Rule the World (Paperback)

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Reviews

It is really an remarkable book which i have ever go through. It can be writter in simple terms and not difficult to understand. I am just effortlessly can get a enjoyment of reading a composed pdf. (Dr. Lily Wunsch II)

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JERK: TWELVE STEPS TO RULE THE WORLD (PAPERBACK)



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Ouray Mills Publishing, United States, 2016. Paperback. Condition: New. Kaitlyn Buchanan (illustrator). Language: English . Brand New Book ***** Print on Demand *****. Uber, Airbnb, Lyft and Waze are examples of a whole generation of new companies taking the world by storm. Using data, analytics and the sharing economy they come out of nowhere to take over industries once dominated by huge companies. How do they cause such disruption? How do they take their new business models and jerk entire industries in a year or two? In Jerk: Twelve Steps to Rule the World awardwinning author Christopher Surdak explains how these companies do what they do, why they are successful, and why their rise to dominance may be inevitable. According to global Big Data expert Douglas Laney of Gartner, Chris Surdak takes the reader on a wild ride through space and time to encapsulate our information-driven economy, and how a special class of people and organizations - Jerks - are poised to capitalize best on this phenomenon.

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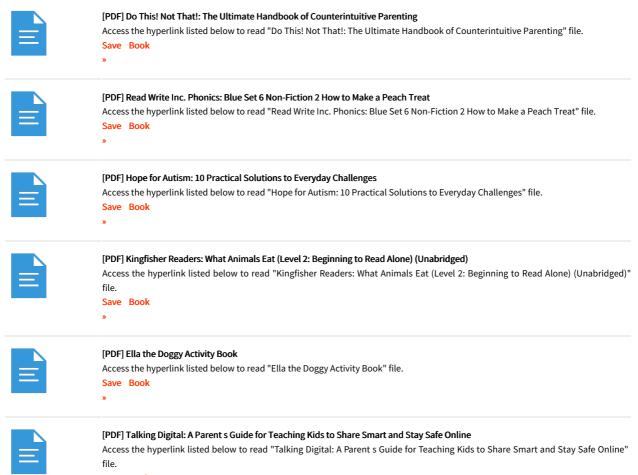
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