



## The Age of Surge: A Human-Centered Framework for Scaling Company-Wide Agility and Navigating the of Digital Tsunami (Paperback)

By Brad Murphy, Dr Carol Mase

Reinvent Press, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In Praise of Surge The Age of Surge is transformational innovation in a bottle for leaders and companies seeking to win in the tech-fueled digital economy! - John Schanz, Former Chief Network Officer, Comcast Cable Overview The global forces of digital are putting traditional companies at risk of irrelevance. In their place is an emerging, more complex organizational species, one built to thrive amidst volatility and uncertainty. These new digital native companies embrace complexity and ambiguity. What traditional companies see as impending disaster, digital native companies see as opportunities--and as a result, they are growing exponentially. In order to compete in this new world, traditional companies must transform their organizations, but this transformation is not just technical. In fact, the transformation that matters most now is human, cultural, and structural. Surge offers a provocative alternative to those espousing shiny new tools, technology and cut-and-paste formulas borrowed from the digital elite. Built on the science surrounding the influence of social systems, neuroscience, and complexity, Surge provides a pragmatic framework for exploiting these social forces for rapid, profound, and continuous digital innovation and Enterprise transformation.



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