



Anywhere How Global Connectivity is Revolutionizing the Way We Do Business

By Emily Nagle Green

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 288 pages. Dimensions: 9.1in. x 6.3in. x 1.3in. Is your business prepared for the world of ANYWHERE? Companies are beginning to conceive, design, develop, and distribute products and services in profoundly new ways. But how to exploit this new connectivity? Read on. From the Foreword by Don Tapscott, bestselling author of *Grown Up Digital* and *Wikinomics*, *Anywhere* paints a compelling picture of what the next transformation of wireless will look like and who it will impact. Those who want to capitalize on the new wireless world should read this book. Dan Hesse, CEO, Sprint Connectivity is fast creating a level playing field among developed and emerging markets. Those who understand how to leverage the connected world will be best positioned to impact it. *Anywhere* is a must-read for anyone who wants to be a relevant leader in a global economy. Rajeev Suri, CEO, Nokia Siemens Networks. Emily Nagle Green takes it up a notch with a breezy style that makes the arcane accessible and the possible plausible. It's the kind of sensible outlook that can only come from deep knowledge and analytic rigor—both hallmarks of Yankee Group. Tom Sebok, President and CEO, Young and Rubicam North...



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