



Business at the Speed of Thought: Succeeding in the Digital Economy (Penguin Business Library)

Bill Gates, Collins Hemingway

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Most companies have a sizeable investment in technology but are realising only 20 per cent of its potential benefit. "Business @ the Speed of Thought" introduces the concept of the digital nervous system which unites all systems and processes under one common infrastructure, allowing companies to make quantum leaps in efficiency, growth and profit. Using detailed tours of Microsoft and other major corporations, Gates demonstrates how integrated technology can transform any business by energizing its three major elements: customer/partner relationships, employees and process, and offers practical suggestions on how this can be achieved.

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