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## DISRUPTING DIGITAL BUSINESS: CREATE AN AUTHENTIC EXPERIENCE IN THE PEER-TO-PEER ECONOMY



Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers,...

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- Authored by R Ray Wang
- Released at 2016



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