



## How to Succeed in the Digital Age

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# How to Succeed in the Digital Age

## How to Succeed in the Digital Age

It's starting to look as if the whirlwind of the Internet revolution might be petering out to a gentle breeze. The customer's new position of power is now a well-established fact. For the business world, Facebook and Twitter accounts, coupled with an attractive website, now rank high on most checklists for corporate success. But is that really enough? In a world where even the smallest air current can build into a powerful storm, it can obviously prove to be a mistake not to keep a constant watch on the ever-changing digitalization trend - the trend that is generating new data and networking ever more physical products all the time. How fast can an online post by a single disgruntled customer call forth hordes of angry users that can do lasting damage to a company's reputation? Could data be the key to business success in the future? Success in the Digital Age is the first-ever collection of success stories and reports of real-world experiences by 17 CEOs and leading executives from a diverse range of industries as well as leading academics.

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