



## Business @ the Speed of Thought: Using a Digital Nervous System

By Gates, Bill & Hemingway, Collins

Time Warner Publishing, 1999. Hardcover. Condition: New. Dust Jacket Condition: New. New From Booklist There's a companion Web site, and the back cover carries the message that Gates is donating his share of proceeds to charity. See also Clark's Netscape Time, p.1450. Bonnie Smothers Book Description In Business @ The Speed Of Thought, Microsoft chairman and CEO Bill Gates discusses how technology can help run business better in the near future. Success, he tells readers, will come to those who create a world-class digital nervous system so that information can easily flow through their companies for maximum and constant learning. He stresses the need for managers to view technology not as overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, Merrill Lynch and many others to demonstrate his point. He shows technology can: Convert every paper process to a digital process, thereby freeing workers for more important tasks, Speed Communications around the world with fully integrated computer systems, Stimulate employees to develop and implement business strategies, Speed your companys reflexes through e-mail, Handle routine business analysis, focusing your employees on using information, and much more. Gates also includes a candid assessment of some of Microsofts...

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