



Flat World Navigation: Collaboration and Networking in the Global Digital Economy

Kim Chandler McDonald

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Flat World Navigation introduces the new future of work in the 'flattened world' of the new digital attention-based economy, where real connections can be made in seconds across departments, businesses, cultures and countries.

Combining the best elements of networking, social media outreach and collaborative techniques, flat world navigation is an essential capability to build and maintain relationships between colleagues, customers and partners. Employees who can transform themselves into flat world navigators, experts in mediating these powerful relationships and bringing the customer into the conversation, will mean the difference between success and failure in business.

Flat World Navigation includes exclusive insights and interviews with international business leaders who successfully use flat world navigation skills, such as the Emmy-winning former NBC and Wall Street Journal reporter Kare Anderson, Sandy Carter at IBM, Gordon Feller at CISCO Systems, Aria Finger at DoSomething.org, Louise Guido at ChangeCorp, Jeffrey A. Finkle at the International Economic Development Council and Carolyn Lawrence, CEO of Women of Influence.

This book is grounded in real-world experience with insights and advice to build your skills base and empower the next generation of business people. Additionally, it is of great use to business owners and managers looking to effectively leverage the skills of these flat world navigators, whose critical role brings attention to ideas, products and services and, as such, must be part of a successful business strategy.

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