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Cloud Surfing: A New Way to Think About Risk, Innovation, Scale, and Success (Social Century)

Tom Koulopoulos

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When people hear “the Cloud,” they think of cloud computing, just a sliver of what the Cloud is today. The Cloud has grown: it represents the consummate disruptor to structure; a pervasive social and economic network that will soon connect and define more of the world than any other political, social, or economic organization. The Cloud is the first megatrend of the twenty-first century, one that will shape the way we will address virtually every challenge we face for at least the next 100 years. It is where we will all live, work, and play in the coming decades. The Cloud is ?where your kids go to dive into online play. It’s where you meet and make friends in social networks. It’s where companies find the next big idea. It’s where political campaigns are won and lost. *Cloud Surfing* is the groundbreaking book that will explain how to access the full value of the Cloud and how to embrace its possibilities.

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