



## Business @ the Speed of Thought: Succeeding in the Digital Economy

*By Bill Gates*

Download now

Read Online ➔

**Business @ the Speed of Thought: Succeeding in the Digital Economy** By  
Bill Gates

In his new book, Microsoft chairman and CEO Bill Gates discusses how technology can help run businesses better today and how it will transform the nature of business in the near future. Gates stresses the need for managers to view technology not as overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

 [Download Business @ the Speed of Thought: Succeeding in the ...pdf](#)

 [Read Online Business @ the Speed of Thought: Succeeding in t ...pdf](#)

# Business @ the Speed of Thought: Succeeding in the Digital Economy

*By Bill Gates*

## **Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates**

In his new book, Microsoft chairman and CEO Bill Gates discusses how technology can help run businesses better today and how it will transform the nature of business in the near future. Gates stresses the need for managers to view technology not as overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

## **Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates Bibliography**

- Sales Rank: #399161 in Books
- Brand: Grand Central Publishing
- Published on: 1999-03-01
- Released on: 1999-03-24
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x 1.25" w x 5.98" l, 2.00 pounds
- Binding: Hardcover
- 496 pages

 [Download Business @ the Speed of Thought: Succeeding in the ...pdf](#)

 [Read Online Business @ the Speed of Thought: Succeeding in t ...pdf](#)

## Download and Read Free Online Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates

---

### Editorial Review

#### Amazon.com Review

So where do you want to go tomorrow? That's the question Bill Gates tries to answer in *Business @ the Speed of Thought*. Gates offers a 12-step program for companies wanting to do business in the next millennium. The book's premise: Thanks to technology, the speed of business is accelerating at an ever-increasing rate, and to survive, it must develop an infrastructure--a "digital nervous system"--that allows for the unfettered movement of information inside a company. Gates writes that "The most meaningful way to differentiate your company from your competition ... is to do an outstanding job with information. *How you gather, manage, and use information will determine whether you win or lose.*"

The book is peppered with examples of companies that have already successfully engineered information networks to manage inventory, sales, and customer relationships better. The examples run from Coca-Cola's ability to download sales data from vending machines to Microsoft's own internal practices, such as its reliance on e-mail for company-wide communication and the conversion of most paper processes to digital ones (an assertion that seems somewhat at odds with the now-infamous "by hand on sheets of paper" method of tracking profits that was revealed during Microsoft's antitrust trial).

While Gates breaks no new ground--dozens of authors have been writing about competing on a digital playing field for some time, among them Carl Shapiro and Hal Varian in *Information Rules* and Patricia Seybold in *Customers.com*--businesses that want a wakeup call may find this book a ringer. With excerpts in *Time* magazine, a dedicated Web site, and an all-out media assault, Microsoft is working hard to push *Business @ the Speed of Thought* into the national dialogue, and for many it will be difficult to see the book as anything but a finely tuned marketing campaign for the forthcoming versions of Windows NT and MS Office. Nevertheless, as Gates has shown time and time again, him, Microsoft, and perhaps even this book you may ignore at your own peril. --Harry C. Edwards

#### 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*

#### About the Author

BILL GATES is the chairman and chief executive officer at Microsoft Corporation. His vision and commitment regarding personal computing have been central to the success of Microsoft and in the advancement of software technology. He lives with his wife, Melinda, and daughter, Jennifer, in the Seattle area.

COLLINS HEMINGWAY is director of executive communications at Microsoft Corporation. He had been involved with Microsoft's systems products since 1987 and from 1994 to 1996 was director of international and partner marketing for the Personal and Business Systems Division.

### Users Review

#### From reader reviews:

**Daniel Rogers:**

Reading can called imagination hangout, why? Because when you find yourself reading a book specifically book entitled Business @ the Speed of Thought: Succeeding in the Digital Economy your head will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely will end up your mind friends. Imaging just about every word written in a reserve then become one application form conclusion and explanation that will maybe you never get ahead of. The Business @ the Speed of Thought: Succeeding in the Digital Economy giving you one more experience more than blown away your thoughts but also giving you useful info for your better life in this era. So now let us teach you the relaxing pattern here is your body and mind will probably be pleased when you are finished looking at it, like winning an activity. Do you want to try this extraordinary paying spare time activity?

**John Ma:**

The book untitled Business @ the Speed of Thought: Succeeding in the Digital Economy contain a lot of information on it. The writer explains the woman idea with easy method. The language is very clear and understandable all the people, so do certainly not worry, you can easy to read this. The book was written by famous author. The author will bring you in the new period of literary works. It is easy to read this book because you can read more your smart phone, or gadget, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site and also order it. Have a nice examine.

**Ann Strickland:**

Many people spending their moment by playing outside together with friends, fun activity together with family or just watching TV 24 hours a day. You can have new activity to enjoy your whole day by reading a book. Ugh, think reading a book can definitely hard because you have to use the book everywhere? It all right you can have the e-book, bringing everywhere you want in your Smartphone. Like Business @ the Speed of Thought: Succeeding in the Digital Economy which is keeping the e-book version. So , try out this book? Let's notice.

**Emily Boyd:**

As a pupil exactly feel bored for you to reading. If their teacher requested them to go to the library or even make summary for some e-book, they are complained. Just minor students that has reading's internal or real their pastime. They just do what the educator want, like asked to go to the library. They go to there but nothing reading really. Any students feel that examining is not important, boring and can't see colorful photos on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this era, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore this Business @ the Speed of Thought: Succeeding in the Digital Economy can make you truly feel more interested to read.

**Download and Read Online Business @ the Speed of Thought:  
Succeeding in the Digital Economy By Bill Gates #E0WUTKD6G4S**

# **Read Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates for online ebook**

Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates books to read online.

## **Online Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates ebook PDF download**

### **Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates Doc**

Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates Mobipocket

Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates EPub

E0WUTKD6G4S: Business @ the Speed of Thought: Succeeding in the Digital Economy By Bill Gates