



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

By Bill Gates

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**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.

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

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### 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 be 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 through 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 *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 easily 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 on your smart phone, or gadget, so you can read the book 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.

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