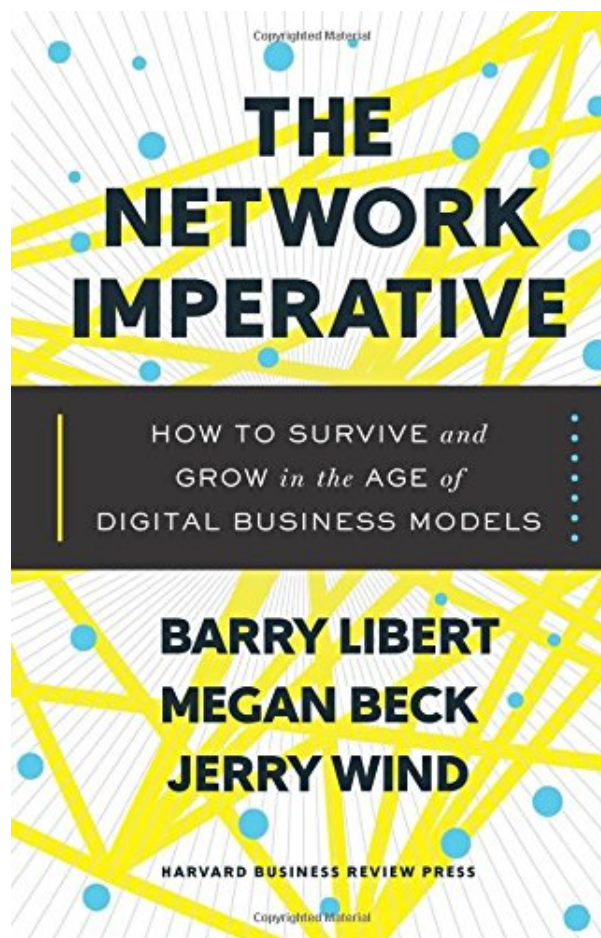
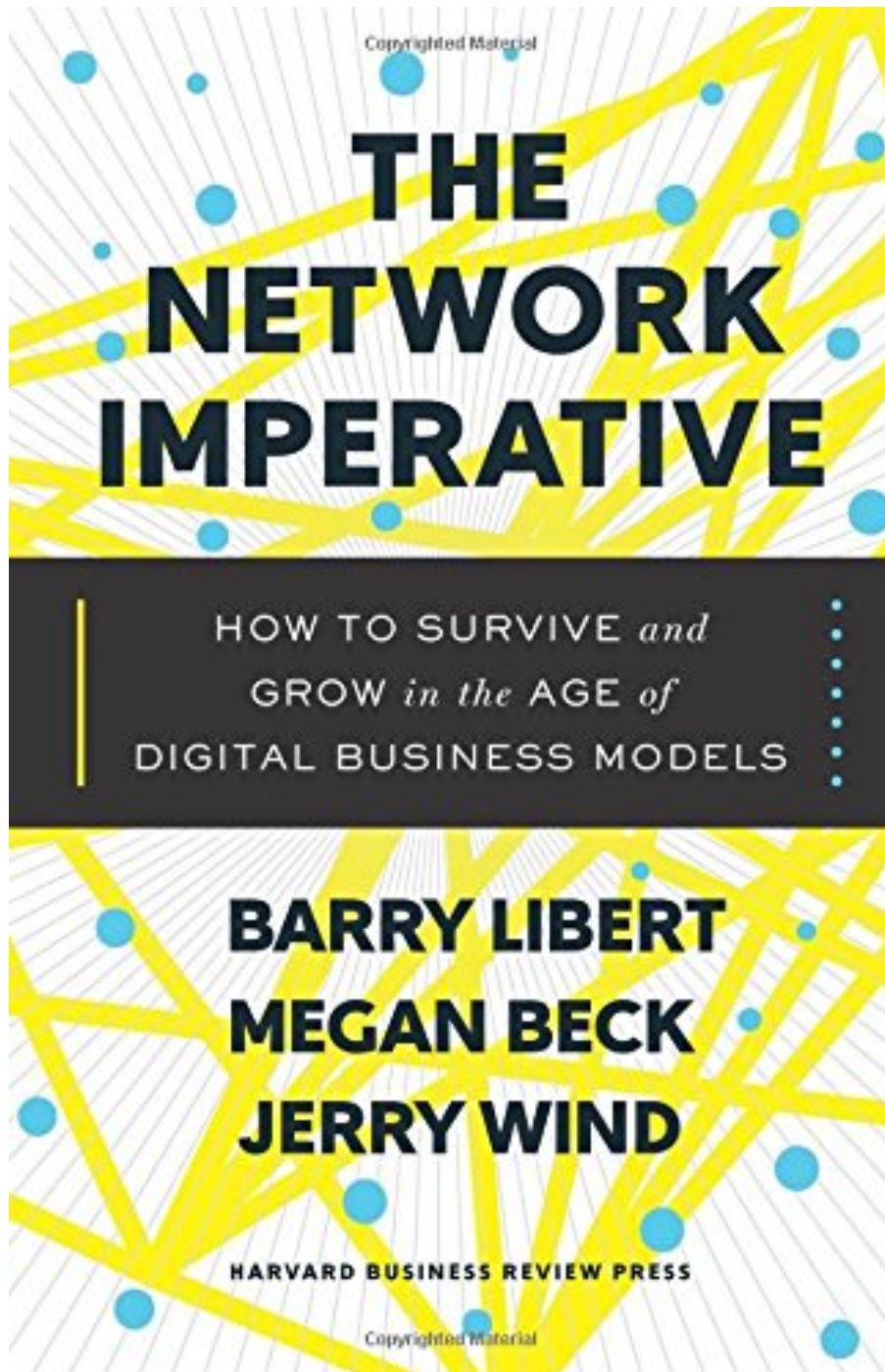


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Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening.

So the question isn't whether your organization needs to change, but when and how much.

The Network Imperative is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market. These companies, or network orchestrators, grow faster, scale with lower marginal cost, and generate the highest revenue multipliers.

Supported by research that covers fifteen hundred companies, authors Barry Libert, Megan Beck, and Jerry Wind guide leaders and investors through the ten principles that all organizations can use to grow and profit regardless of their industry. They also share a five-step process for pivoting an organization toward a more scalable and profitable business model.

The Network Imperative, brimming with compelling case studies and actionable advice, provides managers with what they really need: new tools and frameworks to generate unprecedented value in a rapidly changing age.

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I just finished The Network Imperative and I'm incredibly impressed/astonished ...

By Amazon Customer

I just finished The Network Imperative and I'm incredibly impressed/astonished by its take on the new digital world. This book tells you what you already know, but fail to recognize on a day to day basis. The world is interconnected, the future is here, but how will your business handle this transition? A frightening look at what can happen if you do not embrace this imperative and a reassuring take on the necessity/steps to go digital. If you are curious about digital technology, digital businesses or the future of business, this book is for you.

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By Jonathan Dorsheimer

As a Vice President of a Fortune 500 based product Company, Barry's book is critical to understand the evolution from product, software to network based ideology. Similar to how mainframes transitioned to mini to PCs, Barry has taken a proven concept and boiled it down to easy to understand language that we all innately feel to be true. Quite simply, his book is changing my life, the way I think about present and future opportunities. For those that want to unicorn hunt, network imperative provides the map.

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