



Digital Siege, Why Young Entrepreneurs are Winning (Paperback)

By David Browning

Motivational Press, Incorporated, United States, 2016. Paperback. Condition: New. Language: English. Brand new Book. The average age of an S & P 500 CEO is 55. The average age of an "Internet" entrepreneur is mid-20s. They are in different worlds. The three most valuable brands (2015) are Apple, Google, and Microsoft. Add to this Amazon, EBay, Facebook, Twitter, WordPress, Airbnb, Uber, PayPal, Bitcoin, etc., and you begin to understand the Digital Siege hitting corporate America. The business these upstarts are doing is being taken from existing corporations whose executives are struggling to respond with legacy systems, layers of management, and burdensome administration. Read how this battle is unfolding and why the young entrepreneurs are winning.



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Reviews

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