**HOME READING WRITTEN ASSIGNMENT**

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**I LANGUAGE STUDY**

List examples from the book with various certainty expressions

1. It's just basic common sense to make all of your company's data easily available to every person who can use it.
2. It was only a matter of time, they agreed.
3. They agreed that these changes were coming.
4. They had a short talk among themselves in German.
5. All car makers use the same steel and the same machines; they have similar manufacturing processes and they have roughly the same transport costs.
6. There was a thirty-second conversation in German before one of them said, "We thought you said something funny, and then we realized you said something important."
7. More than anything, though, a company has to communicate with its customers and act on what it learns from them.
8. We found eighty cities that we thought were likely candidates for a new marketing campaign.
9. She discovered that the excellent total sales figures for her district hid poor sales to large customers.
10. You know you have built an excellent digital nervous system when information flows through your organization as quickly and naturally as thought in a human being, and when you can use technology to organize teams of people as quickly as you can direct an individual.

**II TEXT STUDY**

Explain how you understand the notion of ‘digital nervous system’ and give a few examples from the book of how it functions.

My understanding of the “digital nervous system” is that basically it is supposed to work similar to our nervous system. Digital nervous system unites all of an organization’s systems and processes, releasing rivers of information. It should look like our nervous system in a way that we can feel every change and know from where is the signal coming from. We should be able to notice every change and we should be able to find where and why it is happening.

It is also supposed to reduce paper processes. Overall it should work like a real nervous system. A good example provided in the book is with McDonald’s.

When we order a Happy Meal, for example, a McDonald’s marketing manager will know that instantly. A digital nervous system enables a company to do information work with more efficiency, depth, and creativity.

Like a human being, a company needs an internal communication system, a "nervous system," to organize its actions.

If sales are going up but your sales on large are going down you should be able to notice that and to try to look for a solution. The sales department needs to find out quickly whether the company can supply a product before promising to deliver a big order.

An organization's nervous system has parallels with our human nervous system. Every business has some processes that must continue for the company to survive, just as the human heart must keep beating.

**III ESSAY WRITING**

Discuss pros and cons of any young person who has achieved fame and success in a technological field whilst still at school.

People who have achieved any kind of success whilst still at school could have drastic career changes for better or worse, especially in the technological field.

First, let’s talk about the pros.

Usually, many young people dream of having any kind of success early in life for many reasons.

Some of them are for financial help or maybe living the dream, or even the ability to continue with education. But what happens when a young person receives a huge amount of fame and success whilst still at school or college? Let’s take a look at, for example, Mark Zuckerberg.

He made Facebook while still being in high school, or was barely in college. After that everything went in his way. He did not see the reason to continue his education at Harvard University, so he dropped out. But did that stop him? No, quite the opposite, he became even more successful without graduating college. Other examples would be Bill Gates and Steve Jobs. They never finished college, but they had all the success they could even imagine. But that’s like finding a needle in a haystack. Today it is very difficult to have a big career without a degree. It’s hard to be innovative, to make something that hasn’t been done before. Everything that you can think of you can search for it and most likely you will find that someone has already made it. It is really hard to be innovative in today’s age, especially when technology is drastically increasing.

This brings us to cons. Like I mentioned before, today without a college degree you can’t really have a really successful career, achieving fame doesn’t mean that you have to drop out of university, in fact, you need to pursue it even more. Many young people who see some kind of fame early in their life usually go after that. That is an unknown path that can lead to someone’s downfall. But on the other hand, if they continue to invest in their firms and business they can manage without a college or university.