



## The Mesh: Why the Future of Business Is Sharing

By Lisa Gansky

Gildan Media Corporation, United States, 2010. CD-Audio. Book Condition: New. Unabridged. 147 x 132 mm. Language: English . Brand New. The Mesh is about a simple new idea that is reinventing the way smart and adaptive companies do business: some things are better shared. A mesh is a type of network that allows any node to link in any direction with any other nodes in the system. Likewise, mesh businesses are essentially information companies that happen to connect people with products like cars, houses, and financing. These companies use social media, wireless networks, and data crunched from every available source to deliver goods and services to people only when they need and want them. That s a big change from the traditional basic formula: create a product or service, sell it, and collect money. Someone sells something and someone else buys it. Few businesses, including most entrepreneurs and venture capitalists, can imagine creating wealth any other way. Though they may use Twitter to market their products, their minds are still stuck in a 2-D buyer/seller world Mesh companies throw this old model out the window. Instead, they focus on giving people access to goods and services at the exact moment...



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