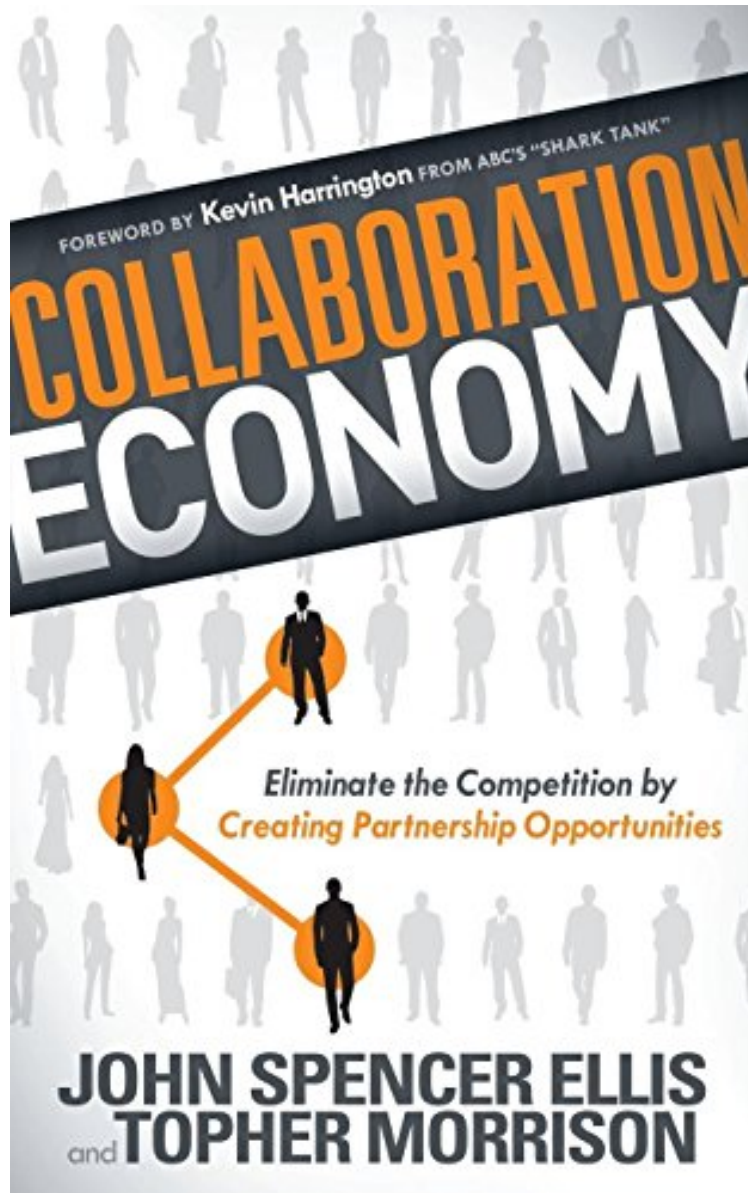


Collaboration Economy: Eliminate the Competition by Creating Partnership Opportunities

John Spencer Ellis, Topher Morrison
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John Spencer Ellis, Topher Morrison : Collaboration Economy: Eliminate the Competition by Creating Partnership Opportunities before purchasing it in order to gage whether or not it would be worth my time, and all praised Collaboration Economy: Eliminate the Competition by Creating Partnership Opportunities:

2 of 2 people found the following review helpful. ... an Important Book - a Blockbuster!By Peter ArnoldBeing on John

Spencer Ellis's mailing list for a while, I have become a large fan, and I knew this new book was coming. As soon as I saw that it was on .com, I immediately purchased it in Kindle version, because I wanted to read it right away! CHANGE - Times are changing rapidly - the OLD way of doing things doesn't work any more. This outstanding new book ("Collaboration Economy..."), by co-authors Dr John Spenser Ellis and Dr. Topher Morrison, offers a profound prescription for coping with - and winning in - our NEW economy. I read it quickly, non-stop - and I will read (study) it again this weekend, as I believe it contains important messages for all of us. SHARING - In a nutshell, the Collaborative Economy enables people to efficiently get what they need "from each other", with enormous economic benefits, through alliances, partnerships, mentors, joint ventures, etc. - but with those people and businesses that have "your" common values and goals, and complement your skills. With COLLABORATION. you help and support "each other". No person is an island.-- "If you want to go fast, go alone. If you want to go far, go with others." -- African proverb This is a book for leaders, young and old, about how to enable the world to achieve a state of sustainable development. It is the kind of book that really makes you think. ENTREPRENEURSHIP - As a Financial Advisor, Business Consultant and entrepreneur, I see the lessons in this book resonating perfectly with my own core beliefs regarding the need for more "entrepreneurship" in our society, given the fast disappearing (and/or insecure) "job" market in today's economy. HOPE - You'll learn in this book that you can take your own economy, or your small business, to new places. Better yet, you can change the world, or at least, "your" world - where you better secure your own financial future in these turbulent times.-----I would like to elaborate a bit on this part, from an "individual's" perspective (strictly my opinion)...First, as an "entrepreneur", the ripple effects of YOU - your purpose, and your gifts to this world - can be HUGE. I sincerely believe that, when you become financially secure, and free to follow your "own" rules, and fulfill your "own" passions - you can absolutely make the world a better place, for all of us. But none of us can do this easily - if we are struggling with major challenges - or if we are stuck in some tiny cubicle, living a life that is imposed on us by others, never getting the opportunity to expand ourselves - to share with others our God given talents - to exercise our true potential. EMPOWERMENT - The "empowered" business and professional entrepreneur (and netpreneur) - who truly embraces the "collaborative economy" - and provides high V-A-L-U-E to others - will become the very "backbone" of a healthy, free economy (given today's ill-fated workplace). And with the right education - your own strong, sustainable small business is the best, most future-proof vehicle for you, as an entrepreneur (or netpreneur), to help others, and to help yourself. Caring "communication", with sensitivity, and good listening skills, is critical - so that entrepreneurs (and netpreneurs) will be able to make their valuable SOLUTIONS known to those with pent-up, severe PROBLEMS - having a real impact in the universe; ((Please Note: This does not mean that highly motivated "employees" don't help, and/or contribute, to others - they certainly do. I am only making a distinction here pertaining to 'business ownership' - via 'entrepreneurship' - especially in light of what is happening in today's NEW workplace.))-----More about this new book... NICHE MARKETING - As I see it, Drs Ellis and Morrison are teaching us that small business success in the NEW economy depends on a totally different set of factors than those in the OLD economy. For example, with today's intense competition, entrepreneurs better truly "know their customers" - who they are - what their concerns, wants and needs are - where they hang out - what motivates them to buy, etc. In other words - "know your target market" - really, really well - and offer excellent SOLUTIONS to solve their PROBLEMS. MINDSET - I like the way this book talks about having the right "entrepreneurial mindset" - one that will enable business owners (within their marketing and branding) to be "perfectly okay" with those people who may not like them - as they will be in the larger market of people that is "outside" of their specific audience (their already identified, micro-niche of prospects, customers, clients and hopefully, fans). COMPETITION -vs- COLLABORATION - The book makes the strong point that businesses today should "stop" competing, and instead, collaborate - because the competition is really their ALLY! They give many excellent reasons why, including the fact that, in many cases, such collaboration will act to "raise the bar" on product and/or service quality. I found this chapter to be very informative, and enlightening. GIVE, to GET - I have always believed that we cannot expect to "get heat from the fireplace", unless we first, "put the wood in". Well, one of the foundational principles that this book teaches (in the NEW sales model) is exactly that - to first, consider offering prospects something of great value, for FREE. And they present the complete rationale for why this way of building a successful small business in the 21st century is imperative, utilizing collaboration. SALES / MARKETING / BRANDING / SOCIAL NETWORKING / MONETIZATION - The authors do a superb job of "differentiating" on these business terms, and in coaching us on how to excel in each of these areas, given the new playground we're operating in. K-L-T FACTORS - Building loyalty and lasting RELATIONSHIPS with customers and clients is all about the "Know-Like-Trust" factor - and in this book, that power is illuminated nicely. There are many other very important areas outlined in this exceptional new book dealing with our changing economy - beyond the short review above. SUMMARY - As I see it, most of us were raised to be "competitive", beginning at a young age in school and sports, and then right on through to the business world. However, in business, we need to see a shift toward companies that will "play well with others". Both business owners, and consumers, are looking for better, more sustainable alternatives to the OLD "business as usual" model. Entrepreneurs and small businesses that embrace the COLLABORATIVE spirit - so

brilliantly laid out for us in this great new book - will find themselves in a far better position to not only compete with their larger counterparts - but to WIN, in the new economy. I have absolutely no hesitation in giving this masterpiece a FIVE STAR recommendation. Peter Arnold, CLU, CFC / PEI, Atlantic Canada 0 of 0 people found the following review helpful. Full of Actionable and Timely Advice! By Koby Bryan I couldn't wait to get this book, as I was reading about little snippets of advice and wanted to get more in-depth information. I like that each topic is laid out with observations, evidence and actionable advice... complete with resources and tips on using them! I learn more from stories and personal experience, so the interview section was an added bonus. This book really clarified and confirmed some things I was seeing in the marketplace, and backed it up with historical anecdotes and reasons as to why this was happening in our modern environment; a GREAT read! 0 of 0 people found the following review helpful. Great read! By Joryn As a collaborative divorce lawyer, I thought this book would be helpful to me. I was absolutely right; the authors communicate strategies that are sure-fire to kick your business, no matter what it is, and no matter how successful, to the next level. Collaboration is key in the new economy and this book explains how to connect, co-create, and catalyze your relationships to capitalize on it. Great read!

The information age is over. For you to become successful in today's economy, you have to build powerful, mutually beneficial relationships with the right people, who have the right skills and can properly complement your strengths. If you already had all the skills, connections, resources, financial backing and technology you needed to reach the top, you'd already be there. Today's world moves fast. One person cannot possibly be an expert--or even stay informed--about all there is to know. The concepts, strategies and tactics detailed can be applied to home-based businesses, start-ups, and storefronts (both traditional brick and mortar and online). The Collaboration Economy clearly explains how to identify your strengths, acknowledge your weaknesses, and find the perfect match to make your dreams a reality in record time.

"Business in the 21st century is no longer a zero-sum game where the winner takes all. The new leaders will be those who activate and thrive in the global collaboration economy." --Yanik Silver, Founder Maverick 1000 "They say content is king, but now and in the future, there's a new king on the block. It's collaboration. If you want to succeed, you must read this book and implement what you learn." --Ryan Lee, RyanLee.com "The bigger your dream, the more important your team. And the Collaboration Economy is all about how you fortify yourself with the right people, JV's, affiliates, and collaborations to rapidly accelerate your success and significance. If you want to reach more people and create more IMPACT, collaboration is the name of the game. This is a must read book!" -- Todd Durkin, MA, CSCS, Owner, Fitness Quest 10, Lead Training Advisor, Under Armour About the Author John Spencer Ellis has created over 500,000 jobs globally. Each week, over 1 million people use a fitness or personal development program he has created. John has earned four degrees, is an award-winning documentary filmmaker, best-selling author, international speaker and coach. John has completed the Ironman triathlon and holds high rank in 5 martial arts. He is the CEO of NESTA (National Exercise Sports Trainers Association), the Spencer Institute, and the founder of Wexford University. Learn more at www.johnspencerellis.com Topher Morrison is the Managing Director of Entrevo - USA, a growth accelerator firm that has worked with over 1000 companies globally in helping them to dominate their market share. He is featured in the award winning documentaries, "The Compass" "Riches," and his first book, "Stop Chasing Perfection Settle for Excellence" become a best-seller within 4 hours of its release date. His extensive speaking schedule spanning over the past 25 years has taken him throughout the US, UK, Australia, and Singapore and earned him a global reputation as an expert in mass communications influence. Topher has spoken for top execs with American Express, Microsoft Google just to name a few. Learn more at www.tophermorrison.com