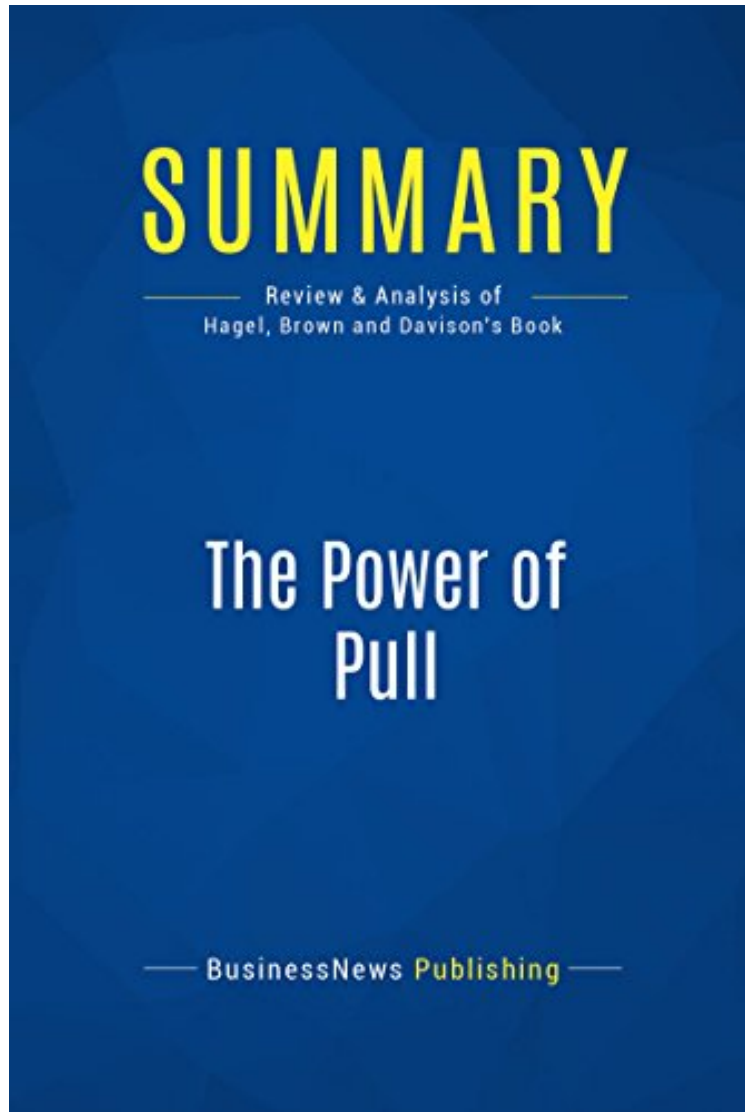


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## Summary: The Power of Pull: Review and Analysis of Hagel, Brown and Davison's Book

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The must-read summary of John Hagel III, John Seely Brown and Lang Davison's book: "The Power of Pull: How

Small Moves, Smartly Made, Can Set Big Things in Motion". This complete summary of the ideas from John Hagel III, John Seely Brown and Lang Davison's book "The Power of Pull" shows that a profound change is underway in commerce and in society at large. In previous generations, elite planners created goods and services which were then offered to mass markets. Today's consumers are now starting to cluster more and more around "pull" style platforms, i.e. technologies which allow products and services to be designed, produced and consumed on demand rather than according to a predetermined schedule. In their book, the authors explain how individuals who successfully learn how to harness pull will be able to access enormous resources to generate sizable improvements in performance. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Power of Pull" and discover the key to using "pull" style platforms to generate success.