



# **The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution**

*Brian Solis*

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# The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution

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**It's a new era of business and consumerism—and you play a role in defining it**

Today's biggest trends—the mobile web, social media, real-time—have produced a new consumer landscape. *The End of Business As Usual* explores this complex information revolution, how it has changed the future of business, media, and culture, and what you can do about it.

"To be successful in business, you need to see what others don't. Start with this book. Someone's going to do it, why not you?"

—**Mark Cuban**, owner of the Dallas Mavericks and Chairman of HDNet

"Innovation has always changed the business landscape. People expect to access information anywhere, anytime, and on any device. Collaborative, cloud, and video technologies are leading this change. As Mr. Solis correctly writes, companies have to lead this change, not follow."

—**John Chambers**, CEO of Cisco Systems, Inc.

"Winning the hearts and minds of customers with new media experiences will turn them into your most valuable sales force. Solis's book is the map to unleash this treasure."

—**Peter Guber**, author of *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*

"Your customers will share their experiences both good and bad. Now that everyone is connected, it's amplified and incredibly influential. This book will help you rethink your vision and mission to survive in a new era of digital Darwinism."

—**Mark Burnett**, Television Executive Producer



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