Jump Point: How Network Culture is Revolutionizing Business

Tom Hayes

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Plug into the nonstop global economy of billion-selling products and trillion-dollar markets

The Web 3.0 world of "pandemic economics" is a new economy that will function outside the traditional laws of commerce, free from today's impediments to business growth, and in a world where every person is connected to each other. *Jump Point* is the powerful guide that will help you to challenge old assumptions, rethink your business models, and take advantage of this fast-moving, unfettered, and fiercely competitive environment.

Silicon Valley guru Tom Hayes explores how the new economy will arrive at a single jump point by 2011, bringing with it virulent market trends. Only those prepared for the new marketplace dynamics will be left standing amidst unfamiliar players, shape-shifting consumers, and wealth-evaporating forces. This forward-thinking book examines

- The implications of collaborative behavior on the global market
- The human drive behind the "agency" impulse, which spawns social media communities, multiplayer online games, and crowdsourcing sites
- How to act on and react to real-time external events
- The pitfalls of "response latency," and why too much information can kill a company
- How to create a "virion," or marketmaking product, by tapping the power of person-to-person viral dynamics

Don't get left holding yesterday's toolkit. Rethink your business in terms of the global network, and take it from the jump point into exponential growth.

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