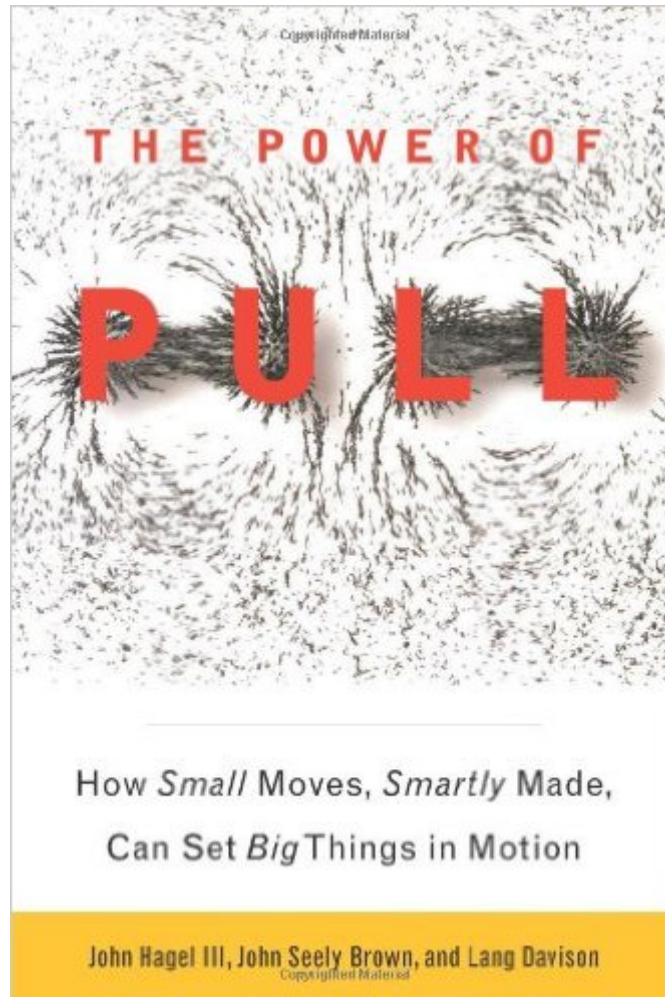


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# The Power Of Pull: How Small Moves, Smartly Made, Can Set Big Things In Motion



## Synopsis

In a radical break with the past, information now flows like water, and we must learn how to tap into its stream. Individuals and companies can no longer rely on the stocks of knowledge that they've carefully built up and stored away. Information now flows like water, and we must learn how to tap into the stream. But many of us remain stuck in old practices—practices that could undermine us as we search for success and meaning. In this revolutionary book, three doyens of the Internet age, whose path-breaking work has made headlines around the world, reveal the adjustments we must make if we take these changes seriously. In a world of increasing risk and opportunity, we must understand the importance of pull. Understood and used properly, the power of pull can draw out the best in people and institutions by connecting them in ways that increase understanding and effectiveness. Pull can turn uncertainty into opportunity, and enable small moves to achieve outsized impact. Drawing on pioneering research, *The Power of Pull* shows how to apply its principles to unlock the hidden potential of individuals and organizations, and how to use it as a force for social change and the development of creative talent. The authors explore how to use the power of pull to:

- Access new sources of information
- Attract likeminded individuals from around the world
- Shape serendipity to increase the likelihood of positive chance encounters
- Form creation spaces to drive you and your colleagues to new heights
- Transform your organization to adapt to the flow of knowledge

*The Power of Pull* is essential reading for entrepreneurs, managers, and anybody interested in understanding and harnessing the shifting forces of our networked world.

## Book Information

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## Customer Reviews

Last Friday I finished reading *The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion* (italics yours). I was intrigued (as intended) when the authors cited a group of big wave surfers from Maui as an example of 'Pull' in the Introduction. It was nice that they followed up with Li & Fung, the hundred year old, Hong Kong-based fashion outsourcing business in Chapter 1. And I admit that I was drawn in by the breathless description of the global effort to re-encrypt Twitter so that Iranian dissidents could keep on communicating after the fraudulent elections in June last year in Chapter 2. Well done for using the SAP Developer Network and PortalPlayer to bring us readers back to the realities of the commercial world before moving onto Chapter 3. But that was pretty much it. These weren't just a few quirky examples, drawn from many, of vastly different but equally successful enterprises that had mastered this new 'Pull' thing. They were pretty much the ONLY examples. By the time we got to p. 167 we were at the banal heart of the argument. The magic that attracts the people you need to you is your 'passion'. The good news is anyone can have it provided they want it enough: -"The truth is that virtually any type of work can become the focus for passion. Many auto-repair mechanics are passionate about cars and knowing what makes them run. Carpenters can take great delight in building things that are beautiful and enduring." Really? Mechanics and carpenters? That's it? The authors' hat-tip to all those drones who don't have jobs as interesting as their own is, "Jesus. Oh, and the guy who fixes my Prius"? That's not to say that the authors don't know their readership.

John Hagel, John Seely Brown and Land Davison (HSBD) have written a good book with strong views on the future nature of enterprises and their relationship to individuals. *The Power of Pull* is one of the most comprehensively thought out books on the subject of social media and the future of the enterprise to have come out. It goes way beyond the buzzword or branding driven works that concentrate more on staking out territory than investigating the future of companies, individuals and technology. This is not a technology book, in fact it is more about the theory of the individual, their value and the impact of that value on companies. Hagel and Seely Brown's central premise is that "institutions will be shaped to provide platforms to help individual achieve their full potential by connecting with others and better addressing challenging performance needs" page 8. This is a distinctively different view from others who see the future of social computing as one of communities or collectives taking action. Hagel, Seely Brown and Davison then go on to discuss such an

environment as one of "pull" with three basic principles\* Finding and accessing people and resources we need\* Having the ability to attach people and resources to yourself that are relevant and valuable\* Pull from within ourselves the indicate and performance required to achieve our potentialNow you can combine the quote and the points above and think this is a book at the cross roads between an academic researcher and Tony Robbins. This book is anything but. I have tremendous respect for this duo and they along with Davison have delivered a comprehensive and thoughtful book on a complex subject.

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