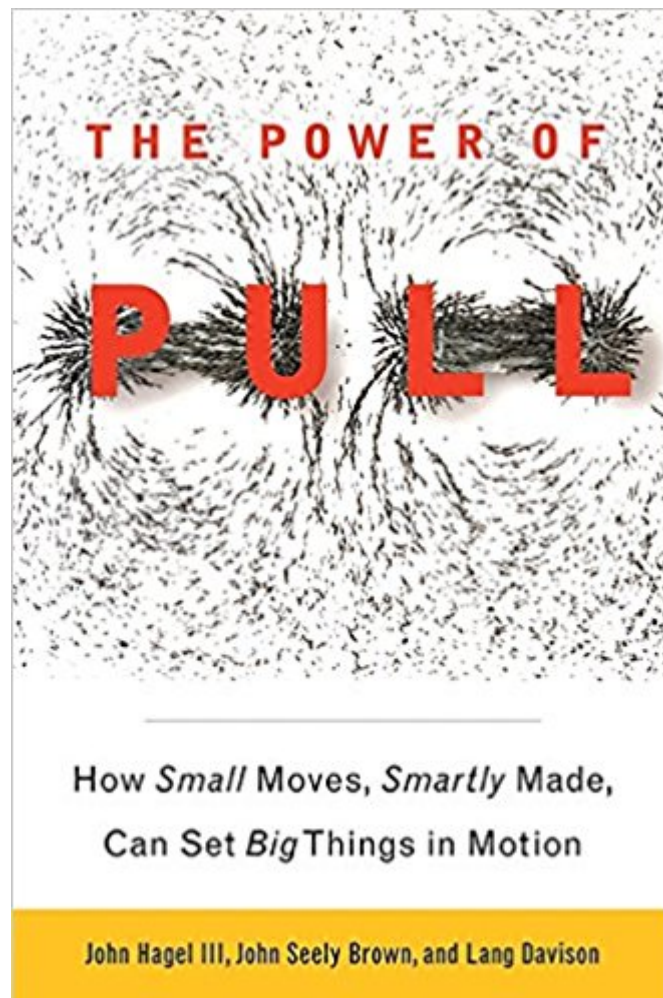




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# The Power Of Pull: How Small Moves, Smartly Made, Can Set Big Things In Motion



## 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

Exploring the paradigm shift in business brought about by innovations in communication technology, this collaboration from three consultant-authors provides a succinct metaphor for the shift in the information economy-from "push" to "pull"-but little else. Though they provide an effective survey of the effect of more interactive, ubiquitous and on-demand communication, it already feels dated; the essential messages that Hagel, Brown, and Davison derive-networking is key, you should pursue your passions, many traditional ways of doing business are over-are old news in the business self-help section. The examples they provide focus primarily on individually-driven collaborative efforts (wikis, online gaming) and make poor analogies for someone looking to revitalize a corporation or present a compelling case for change to colleagues or an intransigent CEO. Professionals who already know that the Internet isn't just a phase will need more information than this book provides. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

Hasso Plattner, Founder and Chairman of SAP Supervisory Board; This is a seminal work that explores the personal and professional implications of a powerful convergence of technologies, ranging from in memory databases for speed, massive parallel processing in the cloud, access via telephone for anything, anytime, everywhere. We are just beginning to understand what this means for us. The authors help us to understand where and how pull will change our lives and our work given the new digital infrastructures re-shaping our landscape. It offers us a roadmap that we neglect at our peril. — John Doerr, Partner at Kleiner Perkins Caufield & Byers venture capital "The Power of Pull is a powerful new meme for navigating and networking in the 21st century." — Harvard Business Review; In a ferociously dynamic world, what happens if we can't plan but can only adapt? We must move, say the authors, from push to pull. At the center of the pull strategy is an individual (not a corporation) who has access to knowledge flows, takes advantage of porous boundaries and serendipitous interactions, and occupies new creative spaces to achieve a novel order of performance. I know. It's a complex model with several moving parts. But it makes for an exhilarating read as the authors sublimely reinvent the world of enterprise." William Jefferson Clinton, 42nd President of the United States of America; The Power of Pull examines the question—how can we effectively address our most pressing challenges in a rapidly changing and increasingly interdependent world? In The

Power of Pull, John Hagel, John Seely Brown, and Lang Davison highlight fascinating new ways in which passionate thinking, creative solutions, and committed action can—and will—make it possible for us to seize opportunities and remain in step with change.

—Newt Gingrich, former Speaker of the U.S. House of Representatives

The Power of Pull will do for our 21st-century information-age institutional leadership what Peter Drucker's The Concept of the Corporation did for industrial-era management. This book begins to create a body of learnable principles that will revolutionize our ability to access and work with knowledge flows.

—Eric Schmidt, Chairman and CEO of Google

Hagel, Brown, and Davison have given us a provocative and insightful look at the power of today's knowledge flow. If you want to meet the challenges of working and living in the 21st century, this book should be your guide.

—Mark E. Tucker, Former Group Chief Executive of Prudential plc, Member of the Court of the Bank of England

We live in a global village, where borders are blurred, where all humanity could and should be responsible for the well-being of others. The Power of Pull proposes fresh insights that coalesce into a powerful way forward in this new world. This erudite manual for change is a testament to the creativity and insight of its authors.

—Marc Benioff, CEO of Salesforce.com

As social media and enterprise cloud computing continue to exert their democratizing influences, the Power of Pull will become a key principle for success. The individuals who learn how to use these tools most effectively are the ones who will pull their institutions into new heights of rapid innovation, improved performance and significant achievement.

—Walter Isaacson, President and CEO, the Aspen Institute, and author of Einstein: His Life and Universe

This brilliant and exciting book shows how to pursue your passions by harnessing the power of networks. Success no longer comes from possessing knowledge; instead, you have to participate with others in creating a flow of knowledge. The power of "pull"—the ability to draw out people and resources for each endeavor—can transform both individuals and institutions.

—Joichi Ito, CEO of Creative Commons and Internet venture investor

Connecting many important threads through beautiful metaphors and wonderful narratives, the authors provide both a mind-expanding view of how the world is changing and a solid framework and context to approach the future for anyone interested in surviving and enjoying it.

—John Naisbitt, author of Megatrends

In times of unprecedented change, we as individuals and institutions can have extraordinary leverage and influence if we marshal the passion, knowledge and resources necessary to achieve great things. The Power of Pull empowers and guides us to make the most of today's enormous possibilities.

—Richard Florida, author of The Rise of the Creative Class and The Great Reset

Stop whatever you are doing and

read this amazing book. The authors totally nail it. Digging beneath the surface of stuff that distracts us on a daily basis, they unpack the deep forces that really truly matter and provide a guidebook each of us can use to unleash passion, transform how and why we work, and restore destiny and dignity to our lives. —

The content of the book is very well articulated and the message is simply explained. Highly recommended for corporate innovators, innovation leaders and startup founders who would like to change the world!

Having worked in technology for many years, there were few individual facts that were not already known to me. But the book is still very compelling in the way they synthesize these facts and provide a roadmap for action. In certain parts of the book I was stopping every few pages to ponder or take notes on what I should be doing in response to these trends. Not sure that you can ask too much more from a book like this.

John Hagel and John Brown are spot on with the future of mass marketing and micro marketing

This is a great resource for helping people learning about the shift that is taking place from a networking and influence perspective. Hagel provides a road map for those of us who need to know not only the mechanics of networking effectively, but the step-by-step process.

Re-reading this book in early 2014, I was struck by how much of it has already happened. The shift from push to pull seems to be happening much faster than even the authors expected. Concise. Easy to read - but also easy to refer to.

For a long time, it is an almost universally held view that a very wide majority of established big companies are slow innovators - while these were very disciplined in their execution, their ability to keep making game changing innovations were suspect. The innovation ethos inside large enterprises remains a goal worthy of pursuit. In this business world of heightened global competition, the authors argue that the pace of change and buyer power inflicts enormous demands on enterprises and the basis of competition shifts from strengths centered on scalable efficiency to scalable collaboration. The span of influence of collaboration extends to hundreds and hundreds of participants in the "pull platform". This is in contrast to techniques like lean

manufacturing which encompasses tighter integration amongst small number of select partners. Though the book may be short on real life examples that we can relate to, it is a very important body of work. We have to recognize that happenings in the edge (of the business ecosystem) may not be so obvious as we are accustomed to recognizing corresponding happenings at the core of the business ecosystem, The book succinctly argues that in this emerging 21st century economy, scalable mass collaboration brings together the people centered expertise and innovative ideas needed to address the very complex challenges, as well as the humongous opportunities all around us. This is hugely different from the last century model of mass production. The book convinces us that it is clear that our existing institutions, firmly rooted in the world of push, will require significant redesign in order to effectively harness the potential of pull. Institutional innovation - redesigning the roles, relationships and governance structures required to bring participants together in productive endeavors - will be a key requirement. In fact, the book argues that institutional innovation will trump either product or process innovation in terms of potential for value creation. Clearly this calls for well studied efforts to make this leap and I believe that The Power of Pull is one of the companions that shall help us navigate through this transition to conquer greater heights!

"highly recommend this book. Most people on LinkedIn will 'get it.' Rather than 'push' ideas out, this book shows the importance of 'pulling' ideas from crowd sourcing (such as LinkedIn). Great tips to go beyond simply gaining a large LinkedIn connection base to making a larger impact on those that are on our connections. Think-'what can I do to improve their careers and firms.'"

very interesting read.

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