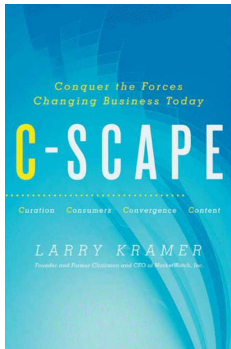


# PAWSUPP.COM Ebook and Manual Reference

## C SCAPE EBOOKS 2019



Author: Larry Kramer

Release Date: Expected @@expectedReleaseDate@@

"[Larry Kramer's] MarketWatch.com is not just my favorite business website, it's my personal homepage." —Warren Buffett  
"[Larry Kramer] is the toughest and most ethical foe imaginable. His observations reflect a deep understanding of how the media works and what consumers want." —Jim Cramer  
From Larry Kramer, the founder of MarketWatch.com and former president of CBS Digital Media, comes a bold, pioneering report on what businesses must do to survive and thrive in the digital media revolution. Using case studies of companies such as Apple, Procter & Gamble, Netflix, and GE, Kramer not only draws a clear map of twenty-first century commerce, but charts the way forward. Readers wondering how to implement digital-age business strategies like those found in Clay Shirky's *Here Comes Everybody*, Chris Anderson's *The Long Tail*, or Jeff Jarvis' *What Would Google Do*, look no further than Kramer's groundbreaking *C-Scape*.

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