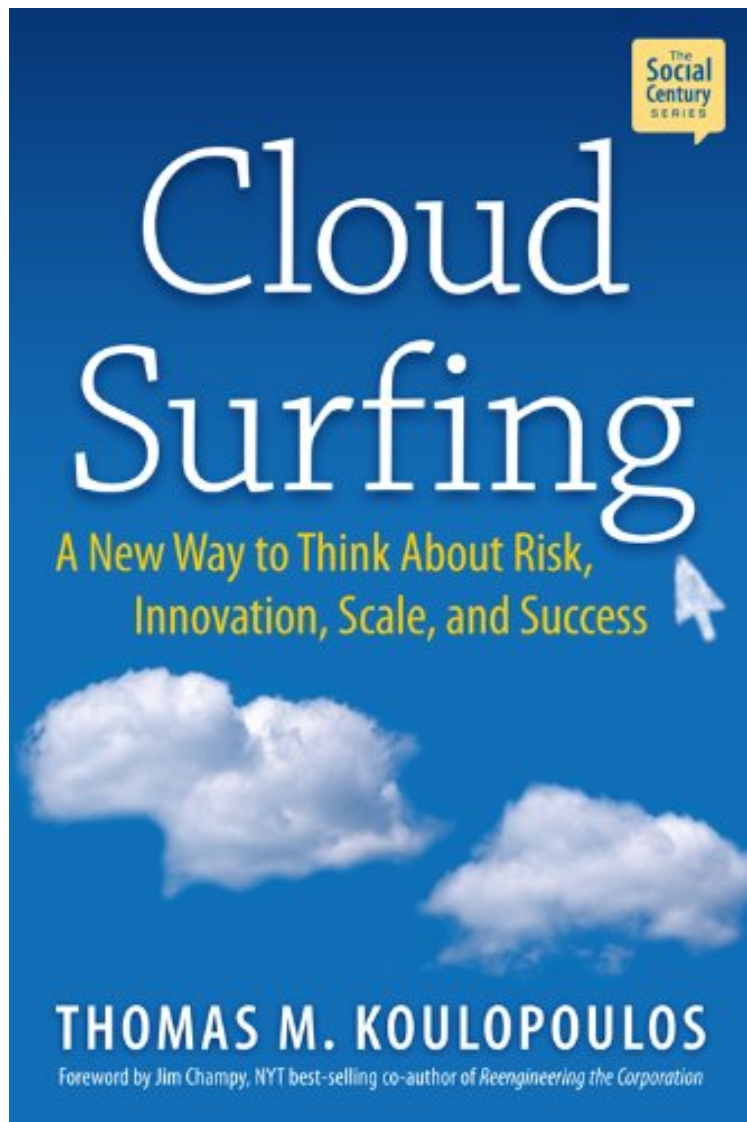


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Cloud Surfing: A New Way to Think About Risk, Innovation, Scale and Success (Social Century)

Thomas M. Koulopoulos

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Thomas M. Koulopoulos : Cloud Surfing: A New Way to Think About Risk, Innovation, Scale and Success (Social Century) before purchasing it in order to gage whether or not it would be worth my time, and all praised Cloud Surfing: A New Way to Think About Risk, Innovation, Scale and Success (Social Century):

5 of 5 people found the following review helpful. Great for executives and non-techieBy Nathaniell have been getting involved with "cloud" issues in my career for the last couple of years. What I had struggled to find is something that I

can pass on to executives to explain what it means from the a business perspective -- the impact it has on competitive strategy, on go-to-market plans, on partner and customer collaboration, etc. Everything has either been so tech-oriented as to be irrelevant to an executive audience (and frankly most of that I have read on the techie front reads like it was written by a junior copywriter their first year out of school) or it is so high level and puffy with cliché cloud metaphors like "the cloud is going to rain on your parade, can you find the silver lining..." In contrast, this is the first book I have seen which goes beyond the cliché metaphors, beyond stating the obvious (yeah the Internet continues to change everything, let's move on) yet stays above the fray of data center virtualization and other yawners -- and actually delivers tangible, relatable and actionable information. The chapter on 'Cloud Economics' is something you can hand to any business executive and get their attention, and understanding. But 'Innovation in the Cloud' is a really a useful primer for understanding and explaining how cloud as a concept and as a collective set of capabilities really can transform business. The bottom line, if your goal is to understand where this is all going (cloud, mobile, social, post-PC interweb, et al.) and you're looking for more concrete info than how to configure a VMware virtual farm, then I highly recommend this book. 0 of 0 people found the following review helpful. A fantastic read !!!! By Robert Kirk This is one of those books that can really open your eyes to the amazing future and the style and depth of subject matter from the author is enlightening. I highly recommend this book to tech people in addition to investors who want to figure out the great technologies of tomorrow. Awesome stuff !!! 0 of 0 people found the following review helpful. Anyone who wants to stay up-to-date with the cyber world should read this book! By RStevens Very simple to understand explanation of "The Cloud" which goes way beyond cloud storage. He explains what the cloud really means and how business as we know it is changing at a rapid speed before our eyes. Hold on to your seat and read this book or be left behind in the dust.....

When people hear "the Cloud," they think of cloud computing and salesforce.com, just a sliver of what the Cloud is today. The Cloud has grown: it represents the consummate disruptor to structure; a pervasive social and economic network that will soon connect and define more of the world than any other political, social, or economic organization. The Cloud is the first megatrend of the twenty-first century, one that will shape the way we will address virtually every challenge we face for at least the next 100 years. It is where we will all live, work, and play in the coming decades. The Cloud is where your kids go to dive into online play. It's where you meet and make friends in social networks. It's where companies find the next big idea. It's where political campaigns are won and lost. Cloud Surfing is the groundbreaking book that will explain how to access the full value of the Cloud and how to embrace its possibilities.

"Cloud Surfing artfully captures the first major megatrend of our century and shows us a world where hyperconnectivity is the new norm. The extraordinary access to new connections that the cloud enables will have a profound effect on how we scale our businesses and manage our people, processes, and technology." (Andy Zynga, CEO, NineSigma) "Tom Koulopoulos is the prognosticator of cloud-based computing, and Cloud Surfing is his crystal ball! Here he has truly captured the implications of the cloud and the way it is transforming the way we work, live, and learn. His insights into growing accessibility and the collaborative power of real-time connectivity to information and resources is an exciting and invigorating journey." (David DeHaven, Dean, School of Info Systems/Technology Kaplan University) "Tom does it once again with his new book Cloud Surfing. Entertaining, educational, and a perspective changer." (Carlos Dominguez, SVP Cisco Systems and The Tech Nowist) "Cloud computing often sounds like a marketing gimmick for IT managers looking to save money on their server farm. In this insightful book, Koulopoulos shows us why that perception is wrong. He lays out a compelling case for what cloud computing is, how it is changing our lives today, and what we can expect in the future -- as our access to information, personal relationships, and the businesses we run are transformed in the cloud." (Myers Dupuy, President cbanc) About the Author Thomas Koulopoulos is the founder of the Delphi Group, which for 20 years has been providing thought leadership to global organizations on the intersection of business and technology. Named one of the industry's most influential information management consultants by InformationWeek magazine, he is a recognized author on the subject, frequently appearing in national and international print and broadcast media, including BusinessWeek, the Wall Street Journal, Forbes, The Economist, CNBC, CNN, and NPR. Tom is the author of eight previous books, including The Innovation Zone and Smartsourcing. Said the late Peter Drucker, "Tom's writing makes you question not only the way you run your business but the way you run yourself." For the past two decades, his works have introduced core industry concepts, frameworks, and vernacular, such as the Single Point of Access, Touch Points, Digital Control Rooms, Corporate IQ, and Smartsourcing, all of which are widely used today. He expects Cloud Surfing to join the ranks. Visit him at www.TomKoulopoulos.com. James Champy is a leading global authority on the management issues surrounding business reengineering, organizational change, and corporate renewal. He is the best-selling co-author of Reengineering the Corporation.