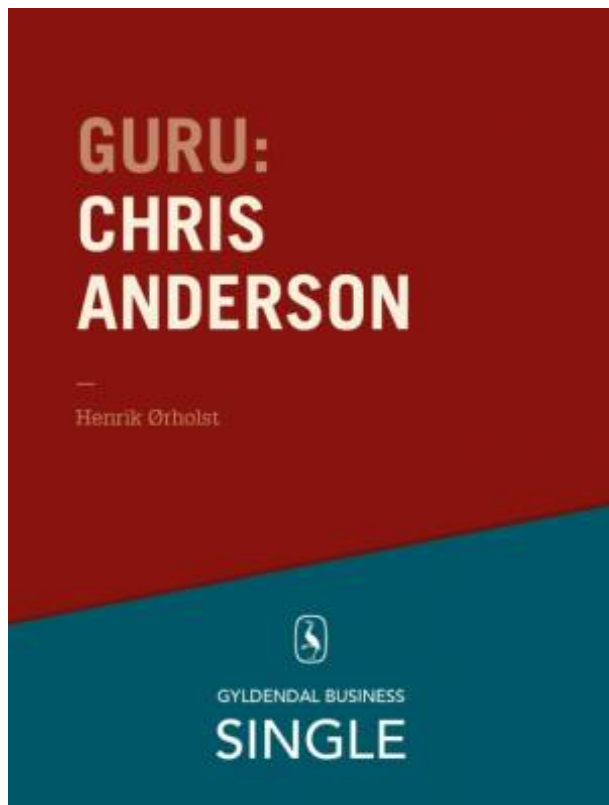


Guru: Chris Anderson - den lange hale.



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Den unge guru Chris Anderson beskæftiger sig bl.a. med digitalisering, sociale medier og den nye gratisbølge. Han er forfatter til to bøger, The Long Tail og Free. Denne e-bog fortæller om Chris Andersons store interesse for LEGO og afslutter med et interview, hvor han deler ud af sine tanker om, hvilken betydning internettet har for fremtiden. Hvad siger de største guruer om ledelse? Små e-bøger med de største ledelseseksperter tanker om at udvikle organisationskultur, innovation og bundlinje. Gurubøgerne er en slags greatest hits i e-bogform – udvalgt af Henrik Ørholst, som er senior marketingstrateg hos PFA Pension, uddannet cand.oecon. fra Århus Universitet og forfatter. Han er derudover anmelder på Berlingske Tidende.

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