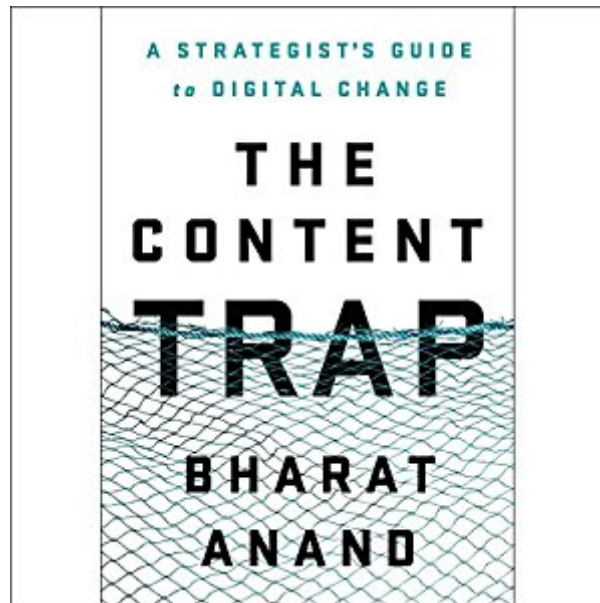




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The Content Trap: A Strategist's Guide To Digital Change



Synopsis

Harvard Business School professor of strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential new playbook for navigating the turbulent waters in which we find ourselves.

Book Information

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Customer Reviews

While the specific findings of this book make sense in retrospect, the way Anand presents and ties them together makes the founder/strategist/manager reimagine how to approach innovation, competition, and disruption. The book is highly relevant for those in media and technology, but I would recommend it to anyone running a business - large or small. The core thesis is connections - not to get swayed by a single sexy headline but rather the complete system of business solutions that are relevant for your customer and your specific business.

Such a pleasure reading this book for so many reasons. First, -- and it might sound obvious, but it is not -- it is written beautifully. Second, it tackles a timely and critical issue for businesses (over and beyond media). Third, it is insightful about the business environment in which we live it. Fourth, it moves smoothly and elegantly between the big ideas and the specific examples. Fifth, it is voicing not only Bharat Anand's ideas but those of many practitioners from many industries around the world. Finally, a brief note: I have been working with Bharat but was not involved in this book in any way. Maybe that's why it is so good.

Incredible read. The Author manages to address, explain and diagnose almost every major content/media challenge in our lifetime with his simple yet prescriptive approach. You are hard pressed to get through every two pages without a key revelation or takeaway. The book is masterfully written to be succinct, informative and thought provoking. It's a must read for every content leader in edtech, music, television, internet, cable and more. What are your connections and what are your traps? thecontenttrap.com

Best business book I have read on a long, long time. Fully developed POV fully supported and comprehensive case studies. So well done. A fast and great read.

Prof. Anand does an outstanding job of explaining the content trap and the power of connections. With a clear set of examples, he walks the reader through how content is only one part of the picture. Technology is a key enabler but not as critical as implementing the right connections. If you are transforming your company, read this book.

Interesting explanations, examples and case studies of "Network Effects." However, as a "Guide to Strategy" it is too parochial. It lacks insight.

This book delivers the goods. It's a highly readable book with dense insights. You will not be disappointed. Highly recommended.

Super relevant and an incredibly engrossing read. One of the best, most thought out business books of our time

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