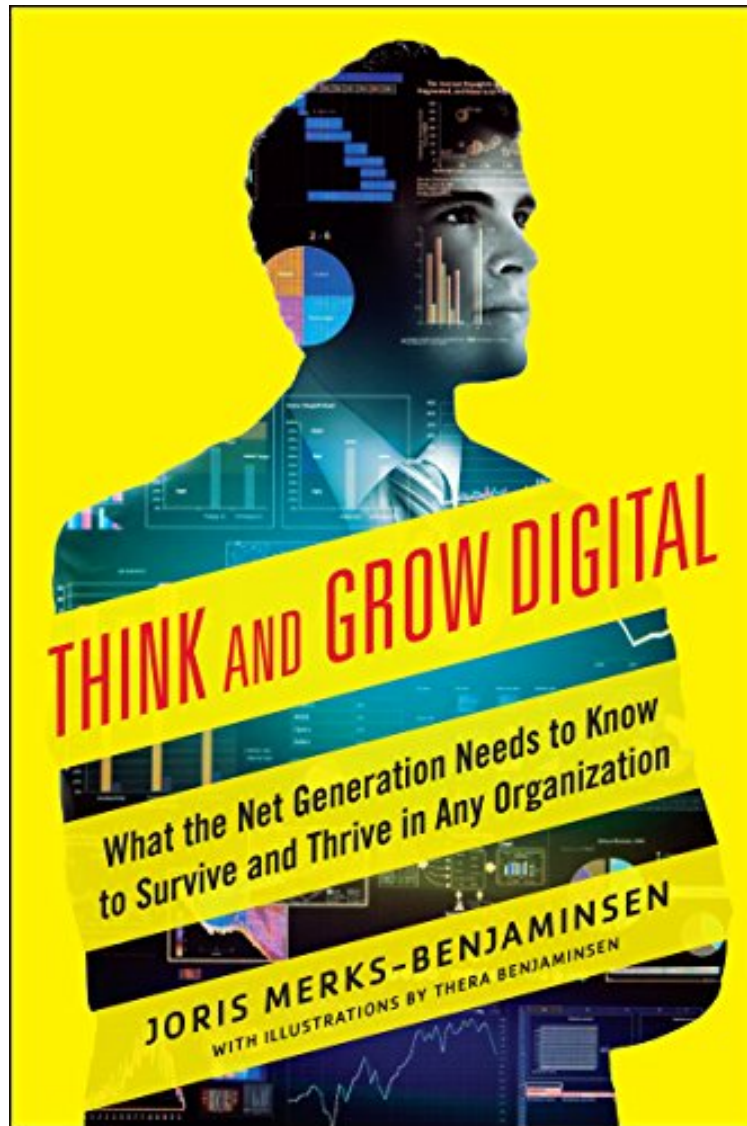


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## Think and Grow Digital: What the Net Generation Needs to Know to Survive and Thrive in Any Organization (Business Books)

*Joris Merks-Benjaminsen*

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**Joris Merks-Benjaminsen : Think and Grow Digital: What the Net Generation Needs to Know to Survive and Thrive in Any Organization (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Think and Grow Digital: What the Net Generation Needs to Know to Survive and Thrive in Any Organization (Business Books):

1 of 1 people found the following review helpful. Read this if you are changing jobs or starting a careerBy F.

SchollDisclosures: I don't know the author; I do not have any financial stake in the book; I did buy it from . I give this book five stars...I do not give many books this rating. My biggest surprise is that only four people have reviewed it. The title seems to be taken from Napoleon Hill's "Think and Grow Rich". Mr. Merks-Benjaminsen has done an outstanding job in articulating, from his own experiences, broad insights into career planning. Although he aims the book at technology oriented "millennials", it can be used other people who are starting on new careers. There are many in today's market. If you are involved with any type of tech career or job change, this book will be useful. I have already recommended it for rising college seniors and grad students.2 of 2 people found the following review helpful. For young professionals who'd like to get more out of their early career and be happier while doing soBy PaulIf anything, this book provides perspective for young professionals who are trying to make sense of the corporate world. It's fun to read, down to earth and aims to help you get more out of your time spent in the office.The author shares lessons he has learned throughout the years and offers ways to make the most of one's ambitions, yet avoid the pitfalls of being dismissed as naive or idealist. At times, we see the young professional through the eyes of those with more corporate experience, which lays the basis of the need to tweak one's approach.The book further contains inspiration for the reader on topics that occupy anyone's mind -- should I stay or go, how to constructively work with different personalities, how do I get the most out of myself and find meaning in my work.1 of 1 people found the following review helpful. Must read for every young professionalBy BasEspecially if you are working in an industry that has something to do with digital, this book is worth buying.It clearly explains how old-thinkers are aware of the fact they need new and young people like yourself in order to survive. Nowadays, everybody can think of at least one company that wasn't quick enough to adapt itself to a new world.This book can shed some light on the impact that you can have, and that many young professionals are probably underestimating. It can also give you guidance in how to shape your career, by offering tools that help you decide what your next steps might look like. These tools aren't rocket science, but they force you to think about yourself and your future.

A digital executive shows millennials how to excel in a corporate environment still dominated by an older generation, while remaining true to their personal values Think and Grow Digital teaches young talents how to align with company "seniors" without giving up their ideals. The author explains how readers can help companies focus on moon shots: things really worth going for that help both the company and the world. Readers learn how to systematically create their own job roles, drive their personal growth engine, and connect effectively with people allowing them to do meaningful work with great rewards. Joris Merks-Benjaminsen worked in several media and advertising businesses before he joined Google in 2010. He serves as European Head of Insights Communication, aggregating research and data insights into B2B narratives that explain changes in the media landscape, marketing, and consumer behavior.

About the AuthorJoris Merks-Benjaminsen (Amsterdam, Netherlands) worked in several media and advertising businesses before he joined Google in 2010. He serves as European Head of Insights Communication, aggregating research and data insights into B2B narratives that explain changes in the media landscape, marketing, and consumer behavior.