



The Power of Pull : How Small Moves, Smartly Made, Can Set Big Things in Motion

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Three celebrated thinkers and business consultants explain the striking implications of our shift from a Push economy to a Pull economy. We live in a world dominated by push. We learn in an educational system that dictates what we need to know, and pushes this knowledge to us for twelve or more years. We work in companies that forecast demand and then push products to the people and places where demand is expected to materialize. We consume in forms that are packaged, programmed, and pushed to us based on our expected tastes. However, according to three renowned intellectuals from the Deloitte Center for the Edge, the foundations of push are crumbling under the weight of global innovation. In a world of increasing risk and opportunity, we need to understand the importance of pull. Understood and used properly, the power of pull can draw out the best in people and institutions by connecting them in ways that increase understanding and efficiency. It can turn challenging uncertainty into opportunity, and enable small moves to achieve outsized returns. Drawing on pioneering research, Pull does more than explaining the dynamics of pull. It shows how to apply its principles to unlock and optimize the hidden potential of individuals and organizations, and how to use the power of pull as a force for social change. This book is essential reading for entrepreneurs, managers, and anybody interested in understanding and harnessing the shifting forces in our economic world.

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