



Catching Digital: How to see your future in the digital blur, create smarter strategies for your business, and plan your Digital RoadMap for success

Richard Keeves

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Catching Digital: How to see your future in the digital blur, create smarter strategies for your business, and plan your Digital RoadMap for success.

Catching Digital is a practical guidebook for business owners and managers to find smarter pathways for doing better business in the Digital world.

To grow and protect your business today and tomorrow, you need clarity not confusion. *Catching Digital* will help you create the future you want for your business.

Learn better questions to ask and how to find better answers as you plan your Digital RoadMap using smarter strategies that make sense for your business.

- Learn the 10 Action Principles of the Digital Age.
- Use the 25 long-term big picture Digital Age Trends to predict your own future.
- Use the 10 Step Digital RoadMap planning process to ask better questions and find better answers.
- Learn how to create your Digital RoadMap and present it clearly on two pages for better focus and to easily share with others.
- Learn how to discover what makes your business unique locally or globally.
- Discover how to defend your business against new and often unseen competitors.
- Learn over 200 smarter digital strategy suggestions, tactics and tools to consider.
- Understand why smart people sometimes make dumb technology choices and learn how you can make smarter choices.
- Learn how to grow and protect your business successfully and enjoy your digital journey.

The author, Richard Keeves is a successful business owner, author, speaker, trainer and digital business guide for CEOs and senior management teams in Australia and internationally.

An online business specialist and Internet industry leader for nearly 20 years, Richard was the founder of one of Australia's earliest web consulting, web development and online marketing companies.

Now you can use Richard's independent unbiased guidance and profound business insights to gain the clarity you need to prosper in the Digital world.

You can't ignore the Digital Age. Why fight it? Start *Catching Digital* and make the Digital Age work for you!

Here's what others are saying about *Catching Digital*:

"If you didn't have a strategy for moving your business online before, you now have no excuse. A great read."

Wayne Spencer, Retail Traders? Association

"Richard Keeves has a deep understanding of the digital tsunami shaping the way we all live, work and play. Compelling reading."

David Shelton, Director, Transition Capital

"Essential reading. Read it. Then read it again. Use it."

Colin Atkinson, CEO, CA Management Services

"An essential tool for business."

Jim Wyatt, General Manager, Digital Economy Branch, Western Australian Government

"Richard Keeves writes clearly, cleanly and without technobabble. Good stuff."

Annimac, Futurist & Trend Forecaster

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Ralph Smith:

In this period of time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, magazine, book, and soon. You will see that now, a lot of publisher in which print many kinds of book. The book that recommended for your requirements is *Catching Digital: How to see your future in the digital blur, create smarter strategies for your business, and plan your Digital RoadMap for success* this e-book consist a lot of the information on the condition of this world now. This book was represented how can the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. Typically the writer made some analysis when he makes this book. That is why this book ideal all of you.

Christopher Gonzalez:

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