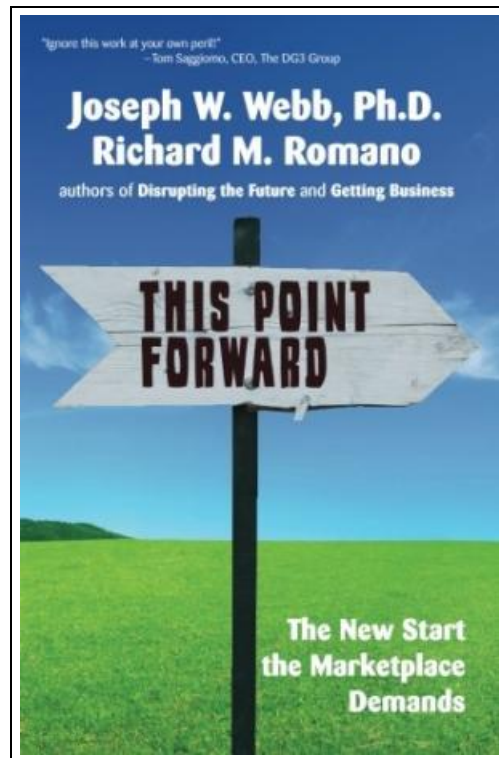


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 182 pages. Dimensions: 8.5in. x 5.5in. x 0.4in. In *This Point Forward*, Dr. Joseph Webb and Richard Romano, two printing industry veterans, identify the forces affecting marketing and media choices, and how those forces impact the demand for print and the industry's relevance. By 2020, the marketplace for print and other media will be completely different, and not what the industry is currently structured for. Succeeding will require new approaches to hiring, products and services, and to capital investment. It will require all new corporate cultures that can develop new ways to assist clients by focusing on the clients corporate objectives, using media of all kinds to pursue those objectives, and measure the effectiveness of communications initiatives. This Point Forward companies will keep an eye out for emerging technological, economic, and social factors, start acting on them now, and build businesses that keep pace with a very dynamic market. Simply transitioning a current printing business won't work; things are changing too rapidly for executives to manage an old business while nurturing a new one. *This Point Forward*, by the authors of *Disrupting the Future* (the best damn business book I have read in years, Bob Sacks), details a new approach that will allow print businesses to keep their eyes clearly focused on the future, while directing actions that develop the resources needed for the 2020 marketplace. 2020 is nearly here. Will you be ready? This item ships from La Vergne, TN. Paperback.



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