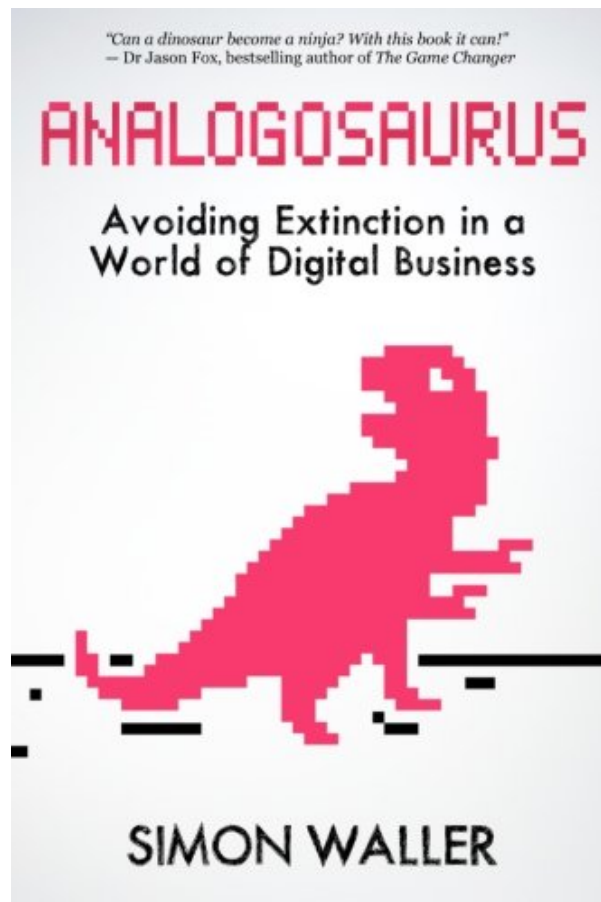


ANALOGOSAURUS: AVOIDING EXTINCTION IN A WORLD OF DIGITAL BUSINESS BY SIMON WALLER



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"Can a dinosaur become a ninja? With this book it can!"
— Dr Jason Fox, bestselling author of *The Game Changer*

ANALOGOSAURUS

Avoiding Extinction in a
World of Digital Business



SIMON WALLER

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Review

"As the rate of change becomes logarithmic, it is all to easy to become paralysed by information overload. Simon ensures that we are all well-equipped to adapt to a world that has changed remarkably, even in the time it took you to read this recommendation." - Dan Gregory, CEO, The Impossible Institute

"This wonderfully insightful book amplifies what it means to be human in our increasingly digital world. If digital doesn't come naturally to you, read this book and it soon will." - Dr Jason Fox, bestselling author of The Game Changer

About the Author

Simon is passionate about creating a better world through digital technology. He believes that technology gives us superhuman abilities when it comes to shaping our future and we need the know how to use these abilities wisely. Simon may appear to be somewhat unqualified as a technology commentator; the most technical training he has ever undertaken is Advanced Excel. Instead Simon has more than half a lifetime of experience in business. He has held roles in everything sales, business improvement, management and strategy development. He has worked in organisations with 5 employees to 50,000 employees. He holds a Master of Business Leadership, post-graduate qualifications in Futures Thinking and a long time ago he even completed a Bachelor of Commerce.

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The single biggest trend shaping the world of business is the dramatic rise of digital technology. No industry and no business is immune from its effects and over the next 20 years many jobs will face extinction. So far many people have been slow to embrace digital technology and adapt to this new world of digital business. In an era of accelerating change they risk an uncertain future. Analogosaurus: Avoiding Extinction in a World of Digital Business is a book for people struggling with the uncertainty of digital change. It details how technology is impacting people at work, looks at the opportunity digital technology offers to complement human abilities and provides a practical approach to using digital tools more effectively.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Mobile Digital Tools can dramatically improve your productivity

By John W Beech

About a year ago, I attended a workshop by Simon where he convinced me to get rid of paper and only use digital tools on my PC, iPad and iPhone. It has been a wonderful, cathartic experience to get rid of my

extensive paper filing system and library and go fully digital. Most importantly, the adoption of digital tools has dramatically improved my productivity. Simon's book has inspired me to renew my efforts on my journey in improving my digital intelligence and productivity by fully embracing and learning the new generation mobile based tools. Simon has provided a compelling, well structured and well written book on why and how I need to go about this endeavour. Only by fully embracing, learning and sensibly applying the right mobile tools will any person in business be agile to adapt to the challenges and opportunities in today's complex and volatile business world.

1 of 1 people found the following review helpful.

Food for thought...

By Anneli Blundell

Simon Waller's book 'Analogosaurus', provides a compelling take on the importance of moving with the digital times. Whether you're in to 'all things technology' or not, you simply can't deny the logic in this book and Simon makes it easy to get on board the digital transformation bandwagon.

Simon gently walks us through the case for building digital intelligence, employing a mix of logical arguments, interesting stories and easy to grasp metaphors. His passion for the topic is obvious and his writing style clear and organised. And if you read to the very last page you will be treated to his wit and quirky sense of humour!

A great achievement Simon. Thanks for sharing your ideas with us and for providing the gentle prod to stay relevant, enjoy the rewards of digital intelligence and make our digital goals realistic.

0 of 0 people found the following review helpful.

Change - Or Go Extinct!

By John Green

I work in computer software, so this book looked very interesting to me. I find it to be well written (but poorly printed), with a timely message, but somewhat lacking towards the end. It is an enjoyable read for anyone who expects to get along in tomorrow's business world.

This book is a timely warning about how the modern world is going further and further into the digital realm, and how out of touch many people are to where the future is heading. I like the author's style, which is relaxed and very compact - he gets out a lot of information in a short space. I found myself rereading the text sometimes to be sure I got all the information that is packed in here. The first part of the book is really great, detailing the past 20 years and how vital it is to change one's perception and manner of working - or risk being left behind as computers take over the mundane tasks of work. This part is timely and scary.

He then launches into a discussion of how to be different (Relevant, Rewarding, and Realistic, as he labels it). This section is full of interesting ideas, but to my mind none of them are fleshed out sufficiently. It is as if I'm reading a "Reader's Digest" version of the tale - I wanted more details, discussion, and facts. The reader is going to have to do more than just read to implement this stuff - but maybe that is the point, after all! Some of the items may show up in a future book, as the author freely confesses that some information would take volumes to really discuss. Personally, I'd like to read those volumes.

The last part is a glimpse into two possible futures that technology could be leading us into. One is great, the other scary. I suspect the truth is that both futures are going to come to pass, a possibility that the author does not seem to consider.

The author is well read on the subject, and there is a good list of references at the end for continued reading.

The printing has a serious problem - the text is literally faint; the printing should be bolder. When the author does long quotes in italics, the text is nearly unreadable. I hope that a future version uses a darker font for all purposes. This is very important because the book is aimed at the "analogosaurus", i.e., the person currently resisting the digital tide that is engulfing all workers. Those folks are going to read hard copy, not the E-Books!

The author does not have a technical viewpoint - he looks into the world of IT as an outsider. While he understands the issues, I can tell that he is working off of research rather than an in depth understanding of programming and the digital world. Perhaps this is for the better - his target audience is exactly those people who do not understand computing, and are resisting the changes that could revolutionize their working world. But I found it interesting to read because I do understand many of the things that he seems talk about rather than fully understand. I think the book is well written for the target audience, but if you understand IT you will chuckle a few times.

Summary: A timely tale that should be required reading of anyone in business.

Please note that I received this book free of charge so I could review it.

See all 8 customer reviews...

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