



Staying Street Smart in the Internet Age

Mark H. McCormack

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The increasing complexity of technology has brought both perils and opportunities to business. Fax machines, e-mail, mobile phones, voice mail, Web sites - all are crucial fixtures in the modern business landscape, but the question remains how best to conduct one's day, office, and life. In *Staying Street Smart in the Internet Age*, author Mark McCormack says that in spite of the hype, the cyber age is not really revolutionary: personal touch ultimately seals the deal. As important as they are, technology and the Internet are no substitute for the old-fashioned business lunch, and experience and human contact are the most important "products." In this audiobook, McCormack outlines the essential strategies that will help anyone in corporate life master the nuances of business in the digital age.

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