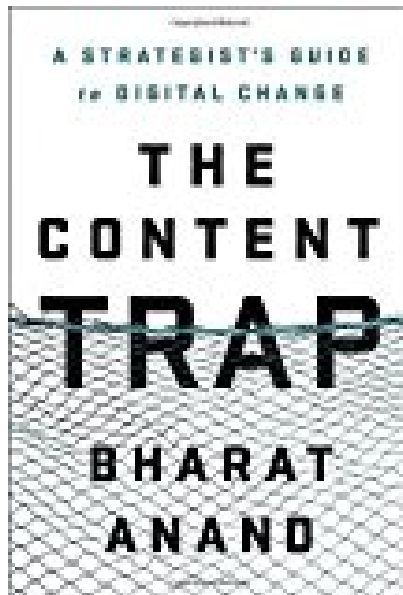


The Content Trap A Strategists Guide to Digital Change



BOOK DETAILS

- Author : Bharat Anand
- Pages : 464 Pages
- Publisher : Random House
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BOOK SYNOPSIS

“As Bharat Anand shows in this eminently readable book, connections are now more important than content.”—Daniel H. Pink, author of *Drive* and *To Sell Is Human*
Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from *The New York Times* to *The Economist*, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers’ connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors’ best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for *The Content Trap* “The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are.”—*The Wall Street Journal* “This book is a clarion call for creativity and imagination in strategy development. I measure the success of a business book by my desire to share it with colleagues. After reading *The Content Trap*, I want all of my former colleagues at *The New York Times* to read it.”—Martin Nisenholtz, former CEO, *New York Times Digital*; Professor of the Practice of Digital Communication, Boston University “Bharat Anand thinks both globally and functionally: our group and I have learnt a lot from him over the years. He has provoked us to shape ideas in new ways. That is what you will experience when you read *The Content Trap*.”—Koos Bekker, chair of Naspers, global internet group “In my professional life I have seen audiences’ relationship with movies, television programming and music be radically transformed by the digital revolution. Bharat Anand’s book is invaluable in its analysis of how this change has affected the media space and in particular how consumers relate to the content that we are creating.”—Michael Lynton, chairman and CEO, Sony Pictures Entertainment “A very smart book—creators, ignore this at your peril. This revolution has been twenty years in the making, and Bharat Anand makes the past (and the future) a lot more clear.”—Seth Godin, *New York Times* bestselling author of *Meatball Sundae* and *Linchpin*

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