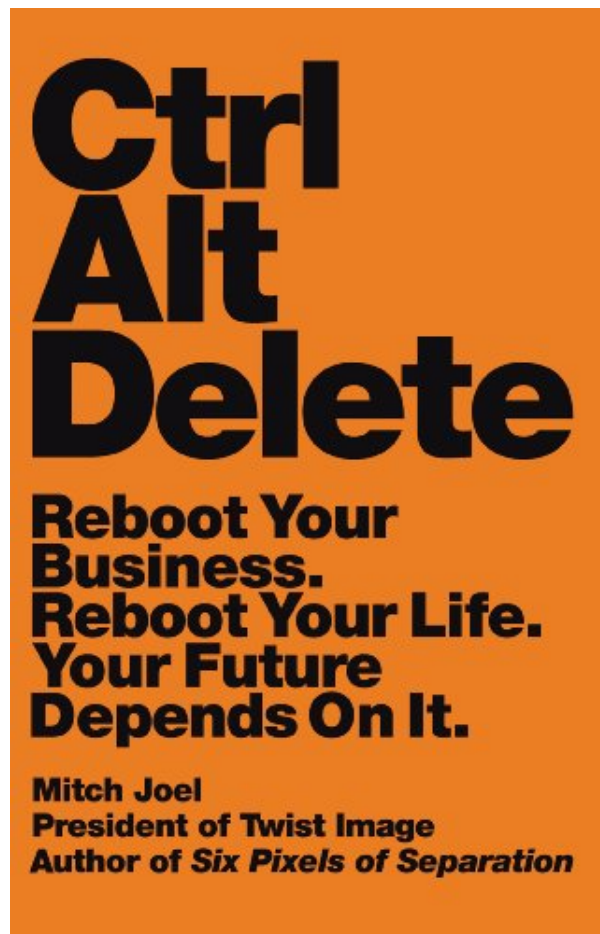


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Ctrl Alt Delete

**Reboot Your
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Your Future
Depends On It.**

**Mitch Joel
President of Twist Image
Author of *Six Pixels of Separation***

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CTRL ALT DELETE: REBOOT YOUR BUSINESS. REBOOT YOUR LIFE. YOUR FUTURE DEPENDS ON IT. BY MITCH JOEL PDF

The DNA of business has changed. Forever. You can blame technology, smartphones, social media, online shopping and everything else, but nothing changes this reality: we are in a moment of business purgatory.

So, what are you going to do about it?

Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot and to start re-building your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years.

That's a very strong warning, but in his new book, CTRL ALT DELETE, Joel explains the convergence of five key movements that have changed business forever. The movements have already taken place, but few businesses have acted on them. He outlines what you need to know to adapt right now. He also points to the seven triggers that will help you take advantage of these game-changing factors to keep you employable as this new world of business unfolds.

Along the way, Joel introduces his novel concept of "squiggle" which explains how you can learn to adapt your personal approach to your career, as new technology becomes the norm.

In short, this is not a book about "change management" but rather a book about "changing both you AND your business model."

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Most helpful customer reviews

39 of 41 people found the following review helpful.

Good at diagnosing the problem, rougher for solutions

By Geoffrey B

The first thing that strikes me about Ctrl-Alt-Del is the title. It feels a bit retro for an author who celebrates his MacBook Air to revert to this Windows metaphor for the reboot. And note that the Windows reboot does not send you in a new direction; it just returns you to where you were before it crashed.

I think, however, that Ctrl-Alt-Del may be about right here, however, because while Joel does an excellent job of showing you what's going wrong, he doesn't do as well as he might in trying to provide the tools to do something truly different after your reboot.

The first part of this book, about business and the internet age, hits a lot of solid points about where older companies totally fail to get it. The second part talks about how you need to become your own brand online and in life and it makes the case persuasively. Too many businesses don't understand that one bad Yelp review can cost you big bucks. Too many individuals don't understand that privacy settings are nice but the only key to a clean online profile is not posting stupid things or problematic photographs. That said, what is missing in this book is clear cut strategies to address the biggest threats to your or your business' online profile and, especially, to create a positive web presence instead.

When you are done with this book, you will know a lot more about what's wrong with the way businesses and people present themselves and find themselves presented online than you will about what to do about it. That said, there is one excellent idea which makes it worth the trouble of reading: In the world of the web, you do not sell. You add value and let your contributions and reputation sell you. Too many businesses think a blog is for advertising their specials and a web page is just about e-commerce. They'd never make their physical storefronts so much all about them and so little about their customers, but online they just don't get it.

If you think your web presence is just fine but you really can't explain why anyone else would want to visit your web pages, this is a great book to help you understand why you need to re-think. But if you already know that your online resume is about the people you want to hire you and your online business is supposed to be about what your customers need, not what you do, then you can skip this one.

33 of 37 people found the following review helpful.

Compelling & Indispensable Road Map to the Social Media Future

By L. M. Keefer

If you are looking for a road map to the post-disruption digital world, this provocative book offers one. If this new world of business feels like a foreign country, consider the author your translator. While I was reading this book I felt like I was in a different country, a new landscape, where the author acts like a wise and compelling guide. It seems like a new universe is being created. Some of the major planets have already formed - we know them by name: Google, Apple, Facebook, Twitter, Amazon, and YouTube which deal with content and connection. We are travelers - mobile - and consumers and makers of content.

As this new digital universe is forming, we're in a kind of 'purgatory' says author, Mitch Joel. We're waiting for the cosmic dust to settle, to get the lay of the land and see where we fit in the new "promised land". If we don't want to be dinosaurs (I'm mixing metaphors here), Joel suggests it's not too early to identify and act upon the five key converging forces that are already in play in the field of marketing and communication. He describes a number of actions you can take to utilize these to your company's benefit. Does anyone think these dynamics aren't here to stay? These five dynamics are in brief:

#1 - Direct relationships with consumers - own a strong and direct relationship with your consumers. It's not about social media as in having customers like you on Facebook. Consumers are more social via media, so companies have to be social with them. The author details steps how to do this.

#2 - Utility - provide something consumers need through your marketing. Think useful not sexy marketing. Joel explains just what this kind of marketing is.

#3 - Active media - create media that touches consumers and creates interaction; don't just broadcast or 'spray and pray' messages.

#4 - Sex with data - mine data to determine what it takes to acquire customers and keep them. Joel quotes Google when they say, "In God We Trust...everyone else must bring data." "The math is smart," says my son's professor in his PhD economics program. It leads you to discoveries and action.

#5 - One Screen - it's about the screen that is currently in front of your consumer at that moment. Very likely it's increasingly a mobile screen.

This book has very practical actions you can take in your business and work to align yourself with these forces and make them work for you and your company. By understanding them, it provides a mindset and sense of direction on where to go and what to do to reboot your company. But it's not only companies which need to reboot, Joel suggests, so do individuals. In the second half of the book, he outlines seven ways individuals need to think to thrive in this new world. He then describes what individuals can do to accomplish these.

One of the seven ways to reboot ourselves, which Joel describes, is to "embrace the next". Joel lists trends he sees on the horizon we will want to prepare to respond to.

Some of the author's insights which struck me - you'll enjoy finding your own:

* "People confuse what makes something social. The commonly held misperception is that social media is all about the conversation. I do not believe that to be true. For social to be social, it has to be something that people can both easily find and share."

* "The true marketing imperative is to tell a great brand narrative. It's a cohesive story that takes place over time and in different channels."

* "Few traditional career tactics train us for an era where the most important skill is the ability to acquire new skills."

* "...take that opportunity to help the prospect fall back in love with the business they're in."

" *Be brilliant, be brief, be gone." - words displayed in his colleague's office

This book is brimming with actionable ideas, examples and suggestions. When Google wanted to explain online marketing to the top brands in the world they called in Mitch Joel to Googleplex. You will understand why. His narrative is bracing, deep, with insights accompanied by practical recommendations. He walks his talk as president of a digital marketing company, and is one of iMedia's 25 Internet Marketing Leaders and Innovators in the world. One of the best books I've read recently - am recommending it to many.

14 of 15 people found the following review helpful.

Like Taking a Shower in a Firehose

By Lois Lain

I have no doubt that Mitch Joel knows a lot. But the problem is, I can't understand half of what he writes. This book is chock-full of info, statistics, apparent insights and anecdotes, but it lacks a cohesive structure and a good editor.

Joel needed someone to slow down his thinking and writing enough to make him connect the dots. I have a master's degree from a top-notch university, I'm an online business owner, and I've read a lot of marketing books so I'm not unintelligent or uninformed. But the way he tossed factoids around was making me dizzy -- as was the constant use of parenthetical statements, a dead giveaway that his thought structure needs some work.

I would read a page and be somewhat along for the ride, taking in the statistics and anecdotes, but then suddenly the train would jump the tracks or the chapter would end or Joel would say something like, "Amazing, right?" And I'm like, "Umm, amazed by WHAT? What's the takeaway? What am I supposed to do with this barrage of information?"

I think there are some gems hidden in here, but I really am not inclined enough to search for them.

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