

## The Connected Company Dave Gray

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About the Author. Dave Gray, SVP Strategy, Dachis Group, is an author and management consultant who works with the world's leading companies to develop and execute winning strategies. His previous book, *Gamestorming* (O'Reilly), has sold more than 50,000 copies and has been translated into 14 languages.

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The Connected Company by Dave Gray. July 3, 2013July 8, 2013Francais. Dave Gray is a management consultant and an author based in St Louis, MO. He was SVP at Dachis Group when The Connected Company was published, which tells how much of a respected figure he is in the world of Social Business.

Who is Dave Gray and What is a Connected Company? | Oracle ...

Dave Gray is the Founder of XPLANE and author of Selling to the VP of NO, The Connected Company and Gamestorming. Thank you to Larry Irons for pointing me to the New York Times article about Volvo ...

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It is designed more like an organism and less like a machine. Connected companies distribute information and control differently. They organize work differently. Instead of a hierarchy like you might see in a typical organization chart, a connected company is organized in what I call a podular way.

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more ou can take on the path to becoming a connected company. Secondly, one of the authors, Dave Gray, is no stranger to lateral thinking and innovative approaches to business challenges. His previous book on Game Storming (also reviewed by yours faithfully) was a treasure trove of game-related techniques to stimulate innovation, and alluded to ...

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Brand survival can hinge on learning to connect with customers, online and off. Strategists Dave Gray and Thomas Vander Wal explain how your organization can connect to gain a competitive edge and provide examples of giant corporations and single-function companies that did so to great, positive effect.

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