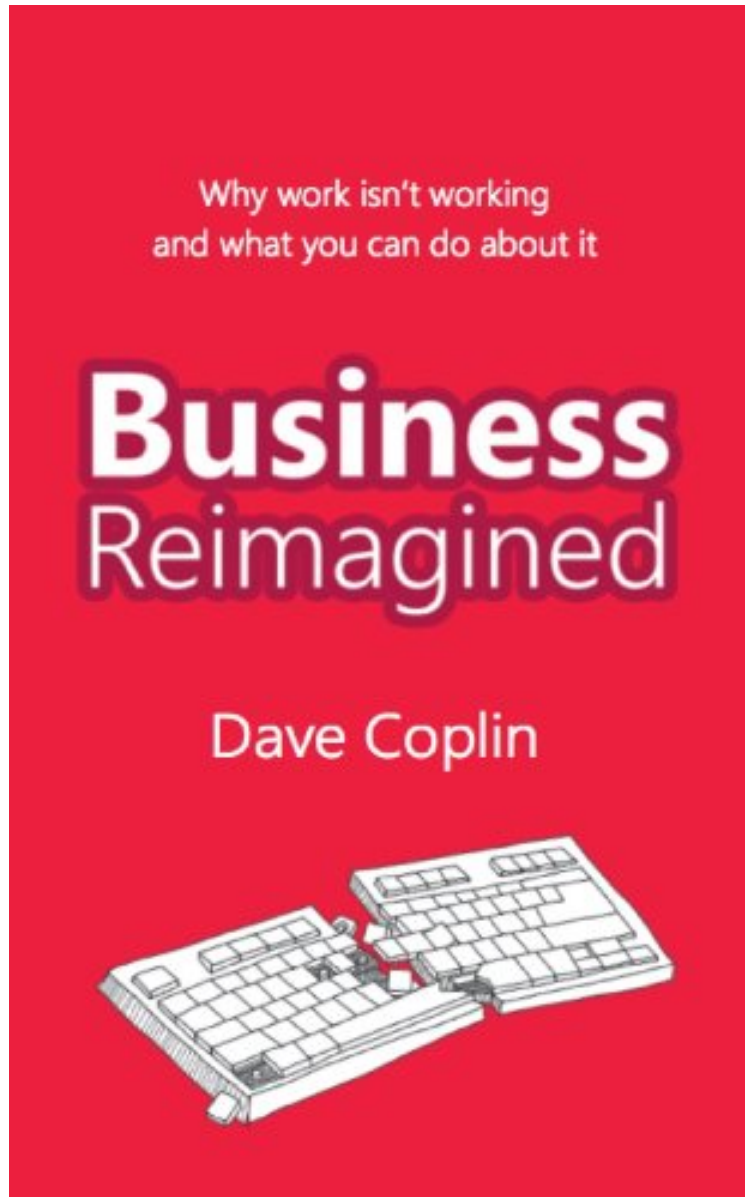


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## **Business Reimagined: Why work isn't working and what you can do about it**

*Coplin Dave*

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there has been a big change in the way people work. I have often remarked that technology is leaving us behind but I have never thought to look any further. Dave Coplin opened my eyes, I love this book! I have experienced this change in the workplace first hand recently, finding a job is harder than ever. I even began to question my own skills and qualifications, it never occurred to me that there might be an underlying issue that was the problem. I encourage EVERYONE to read this book

0 of 1 people found the following review helpful. Loved this book

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0 of 1 people found the following review helpful. Worth reading for every tech employee

By Optimus Q PrimeLoved this book, finished it in one day. Liked how the author used references to other big tech companies and giving real examples.

Are you happy with the way you work? Are you engaged, energised in the office? Or do you sometimes feel that your days are dominated by process and technology?

Reimagining business is about waking up to a new environment, based on collaborative and flexible working, on technology that, used correctly, liberates rather than constrains. The future of work must be based on being open, on focusing on results, not process and on empowerment, not hierarchy.

Dave Coplin, Chief Envisioning Officer at Microsoft UK, has been immersed in the technologies that are making waves in the workplace. This is his call to reimagine business. #bizreimagined

About the Author

Dave Coplin is the Chief Envisioning Officer for Microsoft UK and an established thought leader in the UK. He has worked across a wide range of sectors and customers, providing strategic advice, leadership and guidance around the impact of technology on a modern society both at work and in play. Dave is passionate about turning the base metal of technology into valuable assets that effect the way that we live, learn, work and play and in so doing, move the focus from the technology itself to the actual outcome. Dave has contributed to a range of media articles, conferences and forums all relating to the goal of making technology less "visible" and more valuable in our daily lives.