

# The Big Mo - Mark Roeder

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News cycles move faster now than ever before, technology allows us to connect with others in seconds and markets crumble faster than ever. Amidst it all we've come to accept - even expect - that events will continue to accelerate and have an ever greater impact: that the next disaster will always be bigger than the last, that more money than ever will be made in business. Welcome to the new world, in which momentum is the driving force behind everything. Drawing on the latest research by economists and scientists as well as real-life examples, Mark Roeder charts the unstoppable rise of the Big Mo. He reveals why momentum was the real driver of the global financial crisis and how this mysterious force is also at work in spheres as diverse as the media, politics and the environment. This provocative book is essential reading for anyone who wants to understand the dangers of 'going with the flow' and harness the power of positive momentum. Author: Roeder, Mark Publisher: Virgin Digital Illustration: N Language: ENG Title: The Big Mo Pages: 00368 (Encrypted EPUB) On Sale: 2011-11-30 SKU-13/ISBN: 9780753539378 Category: Self-Help : Personal Growth - General

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