



The Monster Under The Bed

Stan Davis

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Companies in the business of providing knowledge -- for profit -- will dominate the 21st-century global marketplace.

Can your business compete?

In today's fast-paced world, knowledge is doubling nearly every seven years, while the life cycle of a business grows increasingly shorter. The best way -- and perhaps the only way -- to succeed is to become a "knowledge-based" business. In *The Monster Under the Bed*, Stan Davis and Jim Botkin show how:

* **Every business can become a knowledge business**

* **Every employee can become a knowledge worker**

* **Every customer can become a lifelong learner**

The Monster Under the Bed explains why it's necessary for businesses to educate employees and consumers. Consider the fact that the vast majority of 60 million PC owners, for example, learned to use their computers not at school but at work or at home. Davis and Botkin explain how any high-tech, low-tech, or no-tech company can discover new markets and create new sources of income by building future business on a knowledge-for-profit basis -- and how, once it does, its competitors must follow or fail.

Filled with examples of high-profile companies that are riding the crest of this powerful wave, *The Monster Under the Bed* is an insightful exploration of the many ways that the knowledge-for-profit revolution will profoundly affect our businesses, our educational processes, and our everyday lives.

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