

March 2002

Book Review : The Power of Now

Monica Mital

Follow this and additional works at: <https://managementdynamics.researchcommons.org/journal>

Recommended Citation

Mital, Monica (2002) "Book Review : The Power of Now," *Management Dynamics*: Vol. 3: No. 1, Article 14.

DOI: <https://doi.org/10.57198/2583-4932.1259>

Available at: <https://managementdynamics.researchcommons.org/journal/vol3/iss1/14>

This Book Review is brought to you for free and open access by Management Dynamics. It has been accepted for inclusion in Management Dynamics by an authorized editor of Management Dynamics.

The Power of Technology

MONICA MITAL*



*Power of Now :
Vivek Ranadive;
McGraw-Hill
Publishing Company
New Delhi.*

Vivek Ranadive talks about how winning companies sense and respond to change using real-time technology. It is a book about business, about speed, about competition, about technology, and about success in an increasingly global networked society. A company that acquires, deploys, and wisely exploits real-time, active information is what Ranadive dubs an "event-driven-enterprise". According to the author an event-driven organization maintains superior competitive flexibility in order to steady its equilibrium and thrive in an increasingly chaotic global economy. Event driven information allows a company to engage in superfine market segmentation by focusing product/service invention to meet the needs of individual customers as opposed to generalized market segments. The event-driven company embeds its core competencies in customers, partners, and allies in its sphere of operation. In fact an event-driven company knows more about their customers' businesses as the customers do themselves. The author suggests that for becoming an event-driven company the Information Technology consultant should be a problem solver not a technology vendor. Companies are frequently skeptical of new technology because of unpleasant past experiences. They have been sold solutions in a box and found they do not work as promised. To identify with a company's long-range strategic goals and day-to-day operational needs, the consultants need to develop a deep understanding of the companies business.

In the latter half of the book the author goes on to describe an event-driven IT infrastructure, wherein he stresses the need for the middleware that integrates and circulates content among applications. The solution is to eliminate the spaghetti of interfaces among applications with a set of middleware components that handle all the application integration and information exchange requirements. In the event-driven approach applications have only one interface, and that is to the middleware instead of to each other. Instead of information linkages restricting flexibility, the flow of information now allows applications to change location, new applications to be added and old applications removed, without affecting the overall IT architecture. The infrastructure insulates against the negative impacts of change, allowing the organisation to easily adapt to changing needs and conditions.

The author says that true knowledge management lies at the core of an event-driven company. The active information pulsing through the event-driven company is knowledge continuously refined. Interfacing extensively with the external environment and vigorously transferring knowledge across and within subunits defines the event-driven infrastructure. Such a company, in fact, honors the concept of "the learning company".

As Information Technology becomes a part of strategy, this book is good reading for Business Managers and Information Technology Consultants.