

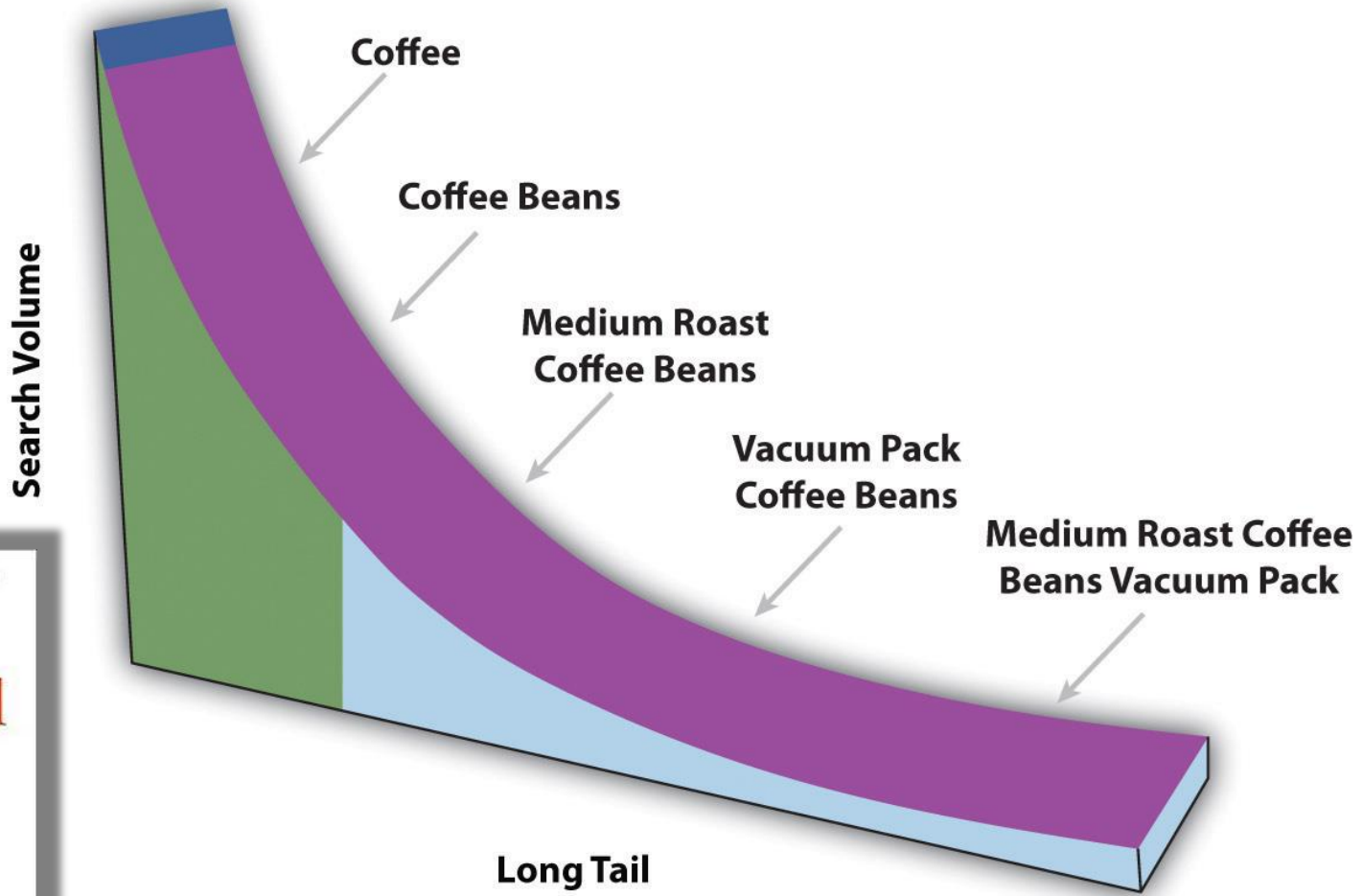
# Vietnam Digital Economy Forum 2018

**Challenges & Strategic Solutions  
for SMEs in the Fourth Industrial Revolution**

[www.vdef.a-vse.org](http://www.vdef.a-vse.org)

## Collective intelligence in the digital age

**Duc Ha Duong, Officience**



*How Endless Choice Is Creating Unlimited Demand*

# The Long Tail

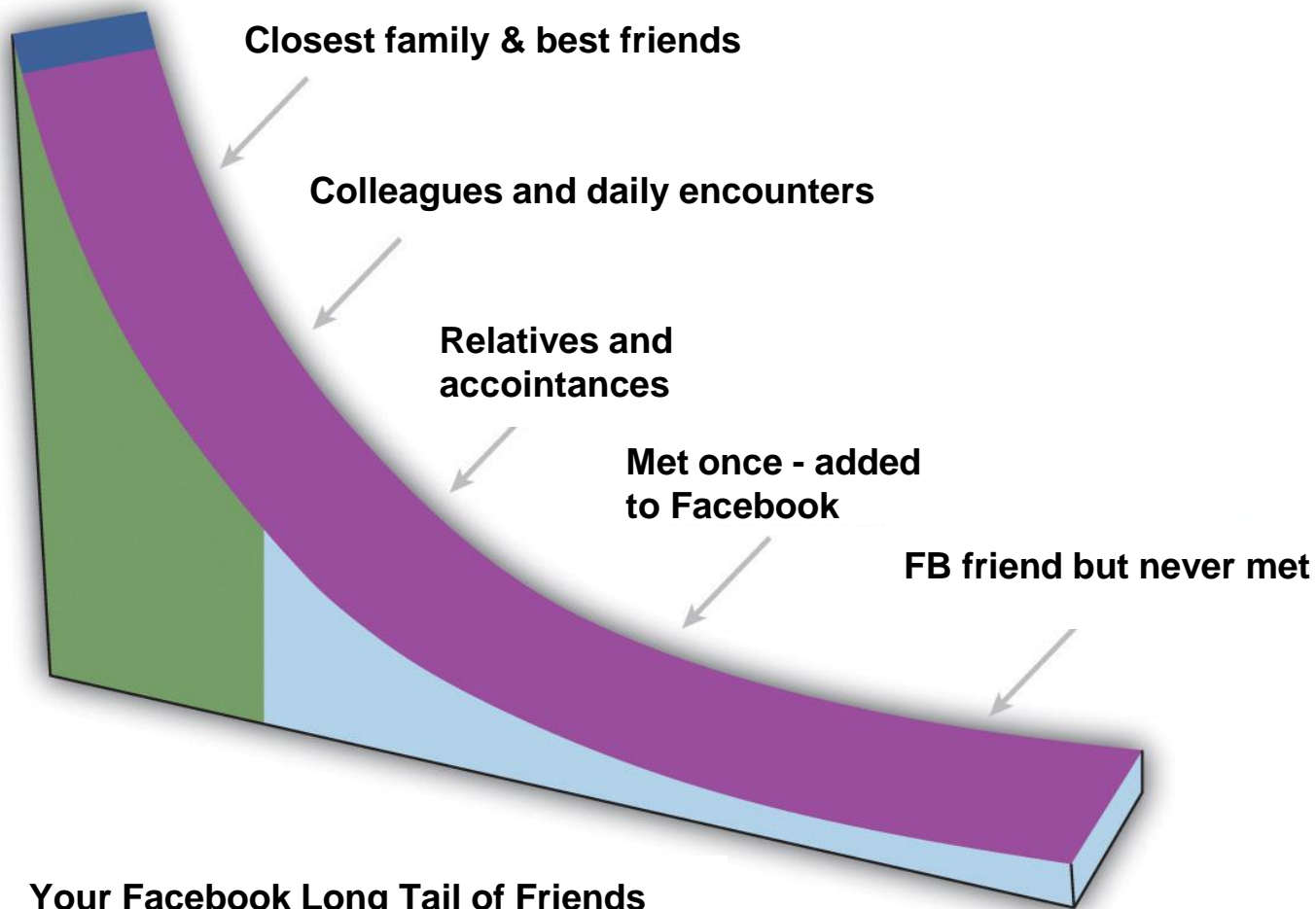


Why the Future of Business  
Is Selling Less of More

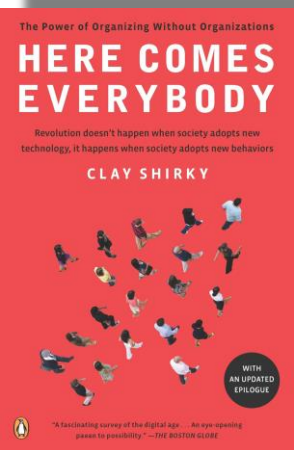
CHRIS ANDERSON

\*Anderson's insights influence Google's strategic thinking to a profound degree. READ THIS BRILLIANT AND TIMELY BOOK!


Trust level



Your Facebook Long Tail of Friends







**Feelings**



**knowledge**



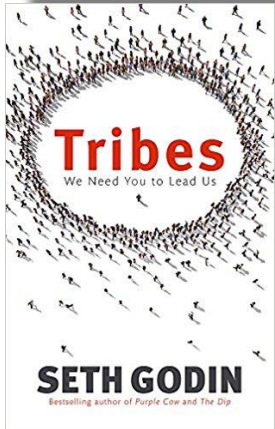
**trust**



**Financial**



**Material**





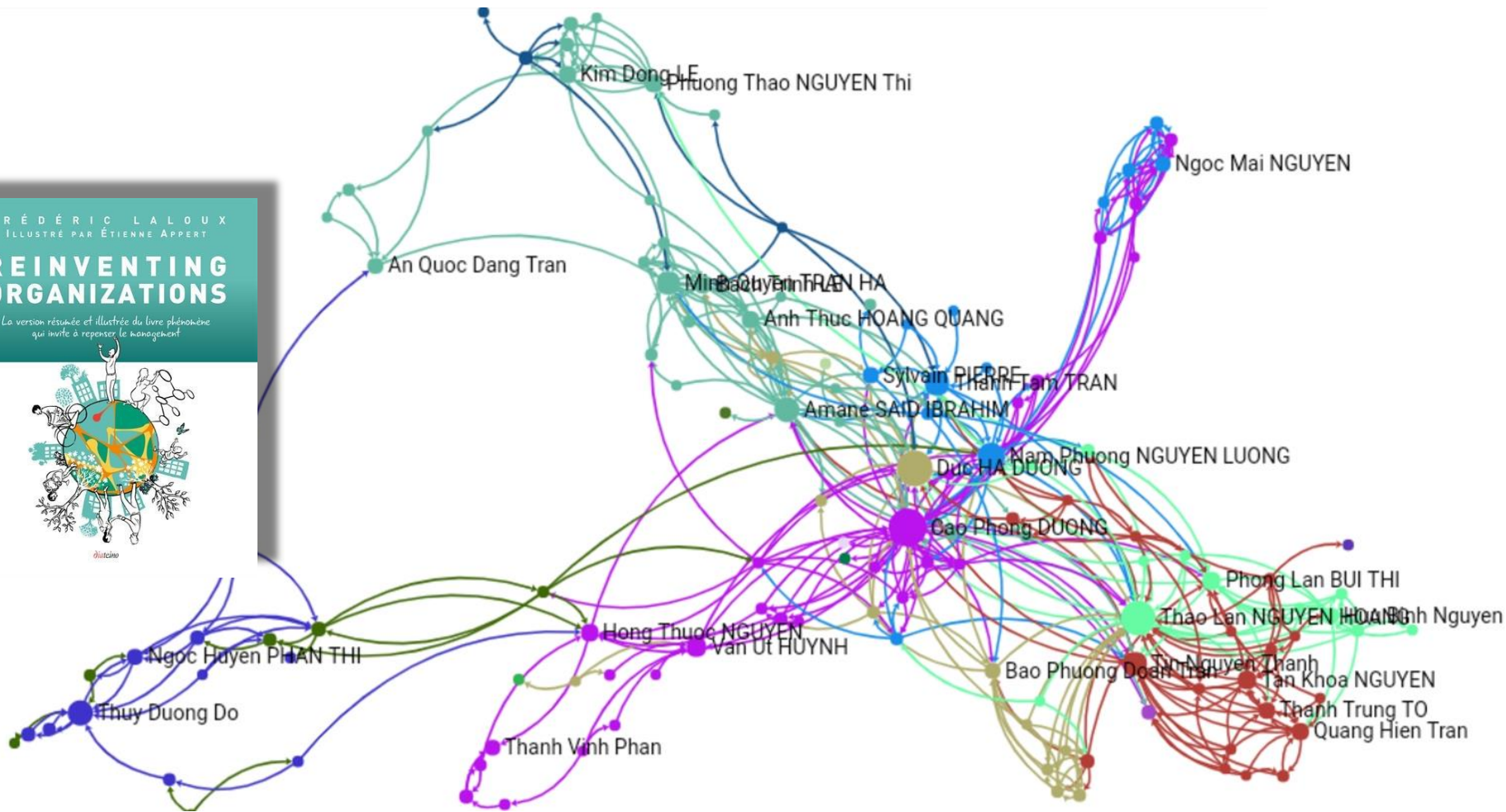
FRÉDÉRIC LALOUX  
ILLUSTRÉ PAR ÉTIENNE APPERT

# REINVENTING ORGANIZATIONS

La version résumée et illustrée du livre phénomène qui invite à repenser le management



Quintessence



CROWD

Uber

Là công ty taxi lớn nhất thế giới, nhưng không sở hữu một chiếc xe nào.

CROWD

Sở hữu mạng truyền thông lớn nhất thế giới, nhưng chẳng tự tạo ra nội dung gì.

Facebook

Alibaba

Là hãng bán lẻ đáng tiền nhất thế giới, nhưng không hề có lấy cái kho hàng.

Là nhà cung cấp nơi ở lớn nhất thế giới, nhưng chẳng sở hữu miếng bất động sản nào.

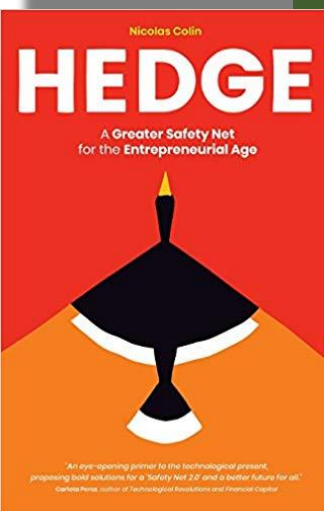
Airbnb

Có gì đó rất hay ho đang xảy ra.

TOM GOODWIN

CROWD

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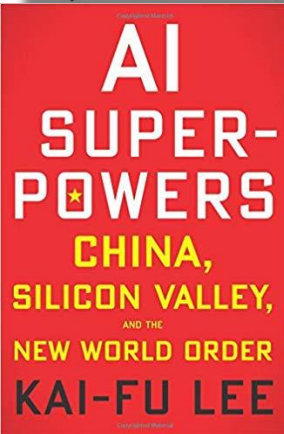
[\(astro-ph new, recent, search\)](#)

[Cosmology and Nongalactic Astrophysics; Earth and Planetary Astrophysics; High Energy Phenomena; Instrumentation and Methods for Astrophysics; Solar and Stellar Astrophysics](#)

- [Condensed Matter \(cond-mat new, recent, search\)](#)

[includes: Disordered Systems and Neural Networks; Materials Science; Mesoscale and Nanoscale Physics; Other Condensed Matter; Quantum Gases; Soft Condensed Matter; Statistical Mechanics; Strongly Correlated Electrons; Superconductivity](#)

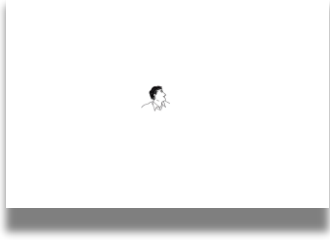
- [General Relativity and Quantum Cosmology \(gr-qc new, recent, search\)](#)



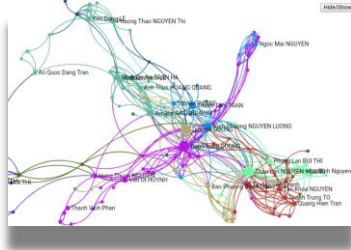


**Blueturn**  
[www.blueturn.earth](http://www.blueturn.earth)

## 5 flows Wholeness



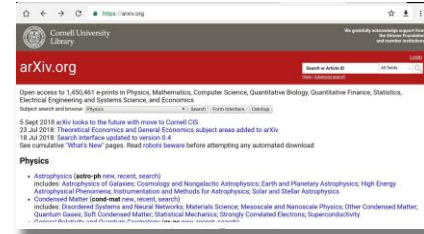
## Conversational management



## The Platform Economy



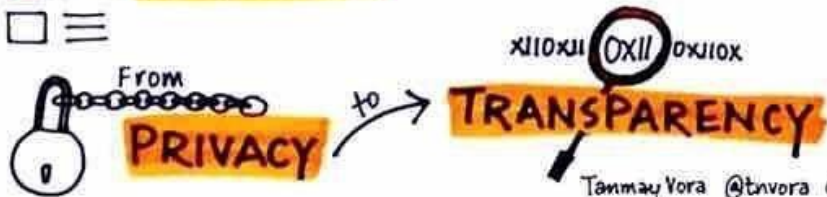
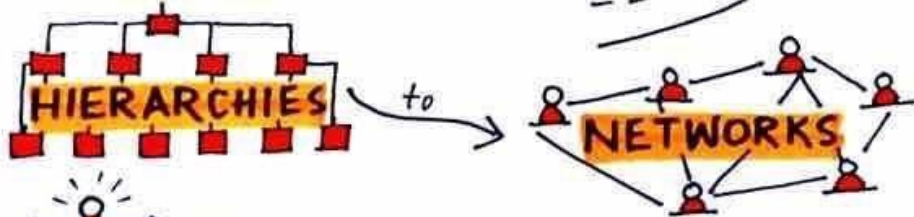
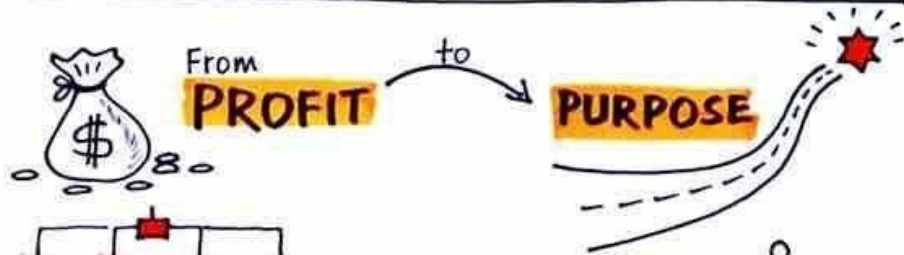
## The global Cooperation



## All crew on spaceship Earth



AARON SACHS AND ANUPAM KUNDU THOUGHTWORKS  
MINDSET SHIFTS FOR Organization Transformation



Tanmay Vora @tnvora @Aspire.com

How Power Works in Our  
Hyperconnected World—and  
How to Make It Work for You

# NEW POWER

JEREMY HEIMANS  
and HENRY TIMMS