



# Summary: Now Or Never - Mary Modahl: How Companies Must Change Today To Win The Battle For Internet Consumers

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**Complete summary of Mary Modahl's book: "Now or Never: How Companies Must Change Today to Win the Battle for Internet Consumers".**

This summary of the ideas from Mary Modahl's book "Now or Never" shows that the battle for internet consumers is still underway. It can still be won by either traditional companies or internet start-ups. However, in her book the author states that time is running out: traditional companies cannot ignore the internet for much longer and internet start-ups need to start generating profit soon. This summary presents three key objectives that companies should aim to achieve over the next five years if they want to win the battle and prosper.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Now or Never" and find out why it is so important for companies to gain prominence on the internet in order to survive in the future.**

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