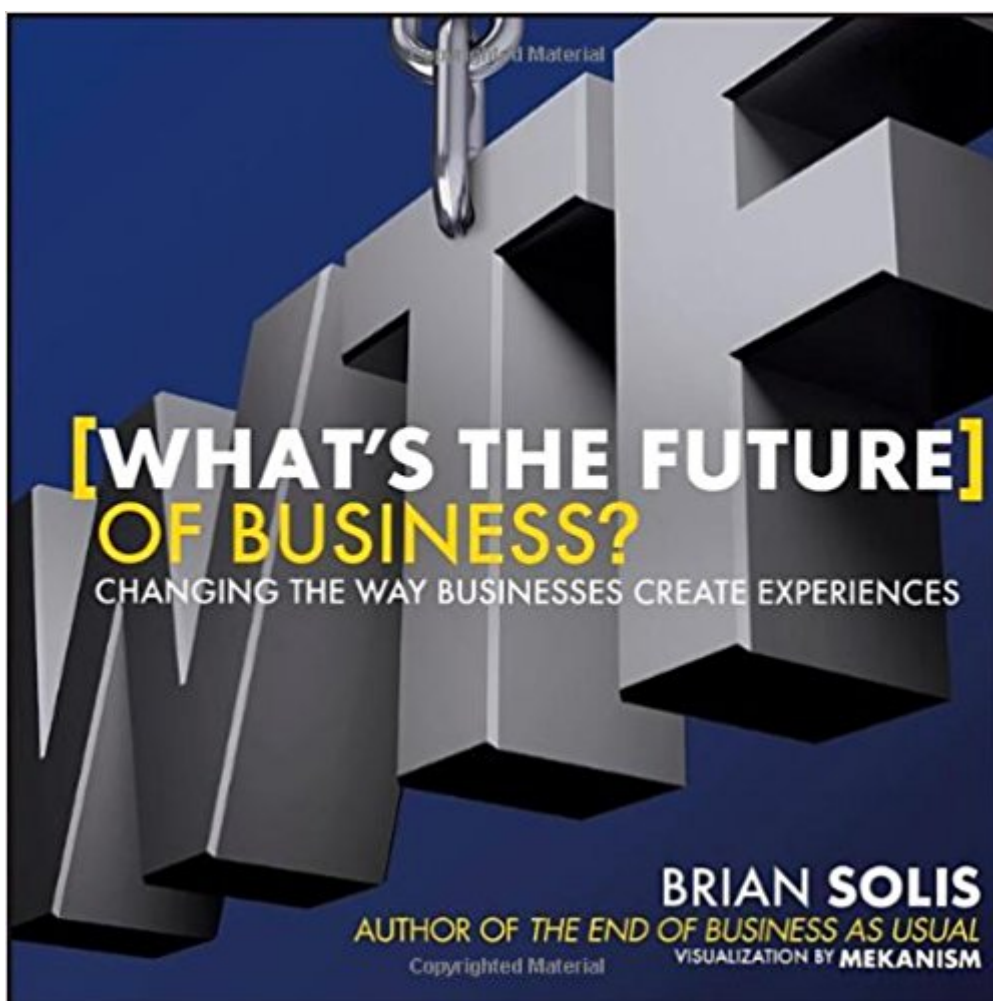The book was found

What's The Future Of Business?: Changing The Way Businesses Create Experiences

Synopsis

"In todayÃ¢â¬â„¢s rapidly changing digital environment, Darwinism is alive and well.Ã Â WhatÃ¢â¬â„¢s the Future of Business doesn't just explore trends and theories; it introduces a dynamic, actionable path to transformation." Ã¢â¬â•Evan Greene, CMO, The Recording Academy, Producers of the GRAMMY Awards Rethink your business model to incorporate the power of "user" experiencesÃ Â Ã Â WhatÃ¢â¬â„¢s the Future of Business? will galvanize a new movement that aligns the tenets of user experience with the vision of innovative leadership to improve business performance, engagement, and relationships for a new generation of consumerism. It provides an overview of real-world experiences versus "user" experiences in relation to products, services, mobile, social media, and commerce, among others. This book explains why experience is everything and how the future of business will come down to shared experiences.Ã Â Aligns the tenets of user experience with the concepts of innovative leadership to improve business performance and engagement and to motivate readers to rethink business models and customer and employee relationships Motivates readers to rethink business models, products and services, marketing, and customer and employee relationships with desired experiences in mind Brian Solis is globally recognized as one of the most prominent thought leaders and published authors in new media, and is the author of Engage! and The End of Business as Usual!Ã Â Discover how user experience design affects your business, and how you can harness its power for meaningful revenue growth

Book Information

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Customer Reviews

Featured Review by Peter Gruber, author of Tell to Win   Peter Gruber While everyone's talking about social media, professional motivation, or the need for change in business, people who are actually looking for answers to bring about change are left to draw upon the classic treatises of Peter Drucker, Dale Carnegie, Geoffrey Moore, Tom Peters, et al. Yet, what those pundits don't provide is the "how to" shape your role and opportunity in this evolving landscape of consumerism. There's an old saw, "technology changes, people don't." The tsunami of social, mobile, real-time, technology is disrupting everything; this means that for success one must make the change of how one influences. What changes is how people influence, are influenced, along with how, when and where they make decisions.   There is a plethora of material on the "new" tools and there is no need for another book that talks about the same businesses that are using new technology to pursue relevance. Nor do we need another book for dummies or wannabes. What is required are answers and experience paired with the concrete data that arms us with the confidence to make decisions with intelligence and strength in a time when many surrender to gut-based decisions or general assumptions.   This is where Solis's content is king: he's a digital analyst studying technology and its impact on business. This is abundantly clear in the book, as he continually uses real world analytics to make his case that there's a new generation of connected consumers (Generation C as he calls it) on the opportunity horizon that are behaving differently, yet the existing touch points (those typically aligned with the traditional funnel) are missing or underestimating them. What is to appreciate here is Solis's application of digital anthropology into a dialogue that's often rooted only in technology and trends. What's the Future (of Business), his "WTF", will shape this discussion and its impact, adroitly breaking down consumer decision making to four moments of truth. He shows that these moments, whether b2b, b2c, or any industry where people rely on any aspect of the Internet to get information, create a new epicenter of influence. This "influence loop", the moniker he gives it, claims to affect every moment of truth, rich with the shared experiences that populate Youtube, blogs, review sites, communities, and apps.   His point is crystal clear. What will happen in a world where a Google search is not the first step in discovery? What will be the reaction when a web site isn't the result people desire? What will happen when people place greater trust on informed or experienced peers first? There is clearly a different kind of connection, and breathing real, shared experiences are everywhere. Truth is, they can be readily and easily discoverable. And, to SEO your way alone to be relevant will turn into SOS. That is the point. The core value in Solis's book is its coaching on how to create and invest in meaningful and sharable experiences, and this is the future of business that Brian preaches by making the book an experience in and of itself. I get

this; he created a coffee table book for business by studying UX to better learn how today's consumer reads, shares, and why. His congruence of feet, tongue, heart, and wallet all going in the same direction is proof of his authenticity, and promise of his premise. He fashioned with the team at Mekanism to create what he named an "analog app." It's textural, emotional, and colorful, even the paper is thick and unique to flip through. He made a physical book matter again even in a digital era. He professes that you can do this, and by following his code and credo, imagine what you can do...

The volume of emerging technologies can overwhelm the best of us. Yet it's impacting business and society alike. In recent years, many top Fortune 500 companies have slipped out of contention as their business models failed to keep up in these turbulent times. Survival requires constantly adapting as your customers' behavior changes. You need new systems, processes, and intentions in place to recognize disruption as it happens, assess new opportunities, and quickly test new ideas. Is your company equipped to change with your customers? Is it ready and able to create meaningful experiences that keep them hooked? If not, it's time to recognize how customers are not only changing but also how they're sharing experiences about you and your competition. This is where real transformation begins. What's the Future of Business? is not a questionÃ¢â¬â•it's an answer. It explains how experience design helps your business and how you can harness its power for business growth. This book introduces a new movement that aligns the tenets of user experience with innovation and leadership to improve business performance, engagement, and relationships for a new generation of consumerism. What's the Future will also inspire you to rethink your business models, approach, and customer and employee relationships in order to create amazing, real-world experiences. You'll learn: Why experiences matter to your business Why the future of business will come down to these shared experiences The importance of brand in an era of Digital Darwinism How to marry user and customer experience with business leadership Why today's designs (and thinking) are failing How to design experiences around the four Moments of Truth What's the Future of Business? teaches you how to start creating and nurturing incredible and shareable experiences for your customers from the moment your brand touches them. Learn how to craft experiences that mean something. The future of your business depends on it.

Brian Solis is a thought leader, as he is hailed by many. And that might be very well the case. That's also actually what triggered me in buying the Kindle version of his lates book "What's the future of Business".The book is all about the customer experience. But I had a bad customer experience

reading this book. The book does tough upon some interesting questions, but when you think Brian is going to give some real answers, he keeps writing pages and pages about, well, I can't remember. It just keeps repeating the same stuff on some ivory tower level, while never really giving concrete answers.It just didn't stick.In the end of the book, there's a case about Burberry. According to Brian, from an interview with the an exec from Burberry, they have really managed to align all channels, on and offline, to provide the same customer experience. Unfortunately they do not tell how.And I guess that sums up the book. Sorry Brian, I know you musth have put a lot of work in this book, and I am sure lot's of people will enjoy this one. This book is probably not my type of book.Tom

TLDR review - even more so than Brian's longer, more academic books, this is a fantastic book about the emergence of the primacy of experience and the rise of a new, always connected consumer. CEO's, CMO's, CIO's and in fact leaders and marketers at all sizes of companies should experience this book - in print if possible - and come away inspired to have their own Hero's Journey (and rethink the experiences they craft for their businesses).Longer Review and disclosures.First the disclosure - Brian Solis is a friend - he was invited to my wedding and I've known him for years since I moved to the Bay Area. That said, I pre-ordered the book and bought it myself. But as with so much in business at all levels the personal friendship certainly helped drive his book to the top of my "to-read" (and to review) stack and I was pre-disposed to like it. Furthermore as I know many of his co-workers at Altimeter Group and we have many other mutual friends much of what he is writing about in this book is among the stuff we talk about when we get together (yup, we're all business/marketing/futurism/tech geeks and nerds at heart).A few weeks ago I joined a new startup as their Director of Marketing. We are a tiny company (I'm the first actual hire) but even as small as we are there were many insights and reminders in What's the Future the reminded me of important things we as a company and especially I in the context of marketing our firm need to keep in mind going forward. First and foremost that we have to think about the whole experience of our product - from awareness of the product to getting the product to using it to sharing it with others.I am also a writer myself and a fan of the physical design of things - especially books. What's the Future of Business is a beautiful physical object. In interviews Brian has described this as a coffee table book that you actually want to read and that description is accurate to an extent. It is a highly designed book where the form has important functions in serving the thesis of the book itself. He has created an experience - with a design that includes many pull quotes and great illustrations - and through repetition of simple patterns and images as well as a

great summary at the end helps you experience the book as if attending a great talk or presentation - a bit less as a pure book and more as a whole thing. Mostly this is a good thing - the short chapters and illustrations help reinforce the points - while also making them fairly memorable and actionable.That said there are places where the design falters - a few sections that seem long compared to the others - and in a few places at the end as the earlier chapters are summarized it is not always clear if what you are reading is a summary or a review with additional points and elements that had been left out of the earlier chapters. And the need to write to many audiences all at once also hurts the book a bit - it is very much written with the very large corporation seemingly front of mind - a marketer for a smaller firm has challenges just getting our first customers let alone getting the future mobile first experience of those customers sharing that experience with others right. But that said, we in fact need to be as concerned about the emergence of Generation C as Brian calls them.Overall this is a book that is well worth reading and which I hope sparks a lot of people to rethink their businesses - just as many companies are starting to get a handle on the emergence of the Internet connected customer they need to start dealing with a next wave of consumers who start on mobile, connected networks and go from there.

Brian Solis mind is configured to see the world in a way that allows him to create and offer insights that may be difficult to imagine, but that are nonetheless important and totally and absolutely necessary to understand if you are to adapt, survive and thrive in our ever-changing world. I have tremendous respect for his ability to say things that others do not even have a clue about. His guidance is eye-opening and of significant value to all those who seek to build and maintain a thriving online business or organization.

I have know Brian for a couple of years and started following him because of how much I related to his ideas, message and way of thinking. He is exactly what he writes: authentic, kind and down to earth. I received a signed copy of the book and dove right in. As a fellow content and media enthusiast, I love new media and especially the power of social media to communicate, engage and change the way people think and act. In WTF, Brian lays out all of the most compelling, current and relevant ideas about "creating the experience" for customers, communities and each other. From the book design, which is simply "cool" to the journey he takes us on through the chapters, I am really enjoying reading and savoring this book and am taking my time reading through it. WTF is thoughtful,innovative and gives us the 21st century tools and ideas to be successful in today's business social terrain. "At the center of this evolution or (r)evolution is the experience". Thank you

Brian for mine.

I've read ALL of Brian's books and pre-ordered the hardback version of "What's The Future of Business?" from on January 14, 2013. In short, WTF is excellent! It's jam packed with pertinent data that organizations need in order to adapt for long-term success. WTF is well-written, and the colorful illustrations, headings, subtitles, Twitter screen captures, graphs and charts make it enjoyable to read. The clean layout, attractive design, and 4-color printing, combined with the manner in which Solis presents valuable, highly-relevant information makes the time spent with WTF quite a memorable experience. Highly Recommended! NOTE TO EBOOK PURISTS: You'll want to own the hardback version of this book!

Lets start by admitting Altimeter and Brian Solis are top of the pops in all online reading. I was unabashed fan of End of Business as Usual, and taking so many of Brian's views, beliefs & recommendations and weaving into our business. Needless to say, will be doing the same with What's the Future of Business. Waited for Kindle version and again didn't put it down. The concept of Customer Experiences at every Moment of Truth is biggest takeaway. Already starting 2nd read. 2013 will again be referencing the brilliance of Solis in our business and with our customers. Must read.

What's the Future of Business?: Changing the Way Businesses Create Experiences Taxes & Accounting for Small Businesses - QuickStart Guides: The Simplified Beginner's Guides to Taxes & Accounting for Small Businesses Taxes For Small Businesses, QuickStart Beginner's Guide To Understanding Taxes For Your Startup, Sole Proprietorship, and LLC (tax, taxes for small businesses, sole proprietorship) 422 Tax Deductions for Businesses and Self-Employed Individuals (475 Tax Deductions for Businesses & Self-Employed Individuals) 475 Tax Deductions for Businesses and Self-Employed Individuals: An A-to-Z Guide to Hundreds of Tax Write-Offs (422 Tax Deductions for Businesses and Self-Employed Individuals) Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses (Business Books) Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) How to Insure a Business: Solving the Business

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