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What's the Future of Business?: Changing the Way Businesses Create Experiences



Par Brian Solis

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Description :

Prsentation de l'diteur" In todays rapidly changing digital environment, Darwinism is alive and well. Whats the Future of Business doesn't just explore trends and theories; it introduces a dynamic, actionable path to transformation." Evan Greene, CMO, The Recording Academy, Producers of the GRAMMY Awards Rethink your business model to incorporate the power of "user" experiences Whats 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. 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! Discover how user experience design affects your business, and how you can harness its power for meaningful revenue growthPrsentation de l'diteur" In todays rapidly changing digital environment, Darwinism is alive and well. Whats the Future of Business doesn't just explore trends and theories; it

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Quatrim de couverture Praise for Whats the Future of Business? "Solis explores the incredible transformation happening in business today, driven by new social and mobile technologies. In the future, successful businesses will be Customer Companies companies that connect with their customers, partners, employees, and products in entirely new ways." Marc Benioff, Chairman and CEO, salesforce.com "If anyone understands the multiscreen world were becoming, its Brian Solis. Your customers and employees expect rich engagement on multiple screens, through dedicated experiences for each, with one integrated brand voice. Read this book." Jesse Redniss, Senior Vice President, Digital, USA Network/NBCUniversal "Businesses are falling into a mode of management which cultivates silos and is causing them to lose market momentum. Businesses must always compete for the future, and this book shows what to do to stay ahead of your markets and avoid being disrupted by technology to the point that you go out of business." GeorgesEdouard Dias, Chief Digital Officer, LOreal "Customers are adopting new technology and new screens at an increasingly rapid pace. The challenge for businesses is to create delightful and highly engaging experiences that take maximum advantage of those technologies and devices as they are introduced." Julie Bornstein, Senior Vice President, Sephora Digital "Developing a social strategy based on trends might be fashionable, but its not sustainable. The consumer demands more. Brian shows you how to innovate or die. Pretty easy choice, no?" Aliza Licht, Senior Vice President, Global Communications, Donna Karan International "The music business has been impacted more than any other media industry in the last decade, and were still in the midst of our transformation. You have to recognize that change is constant, and an ongoing evolution is the only option. This book encapsulates it perfectly: people are looking for meaningful experiences, and you can only create them by innovating, experimenting, and defying expectations." Paul Sinclair, Senior Vice President, Digital Media, Atlantic Records