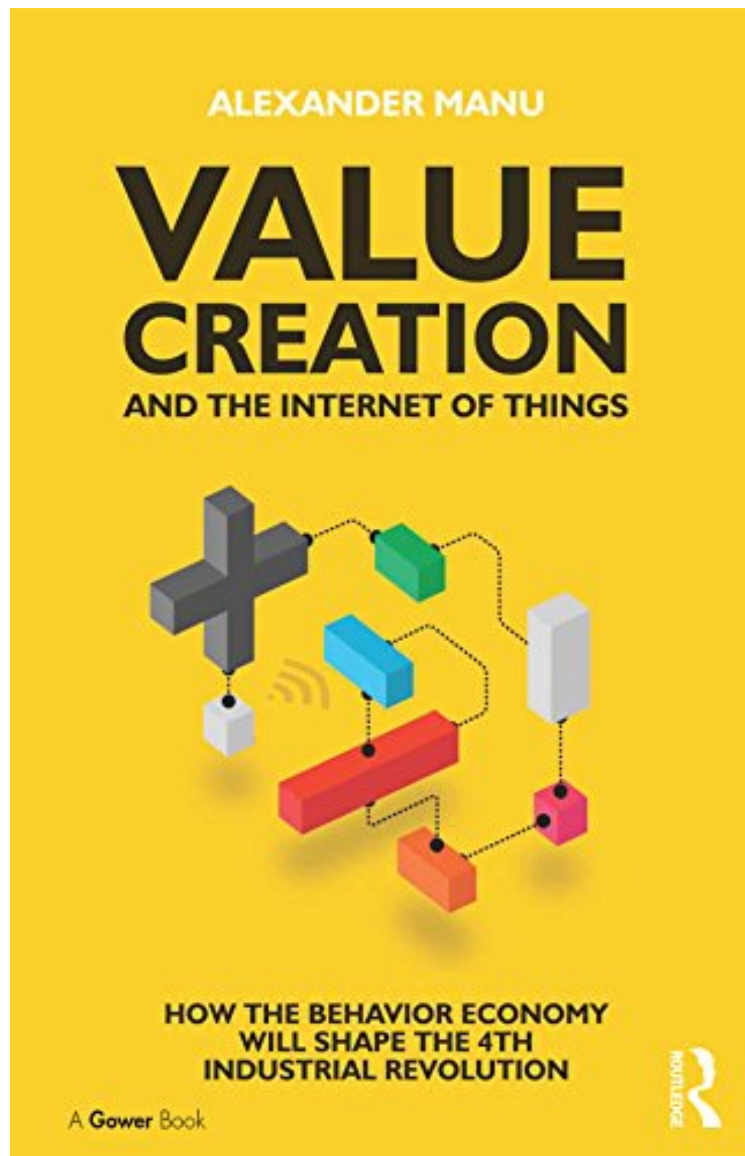


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Value Creation and the Internet of Things: How the Behavior Economy will Shape the 4th Industrial Revolution

Alexander Manu

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Alexander Manu : Value Creation and the Internet of Things: How the Behavior Economy will Shape the 4th Industrial Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised Value Creation and the Internet of Things: How the Behavior Economy will Shape the 4th Industrial Revolution:

We live in a behavior economy, an environment in which people no longer engage with companies just by purchasing things, but they seek engagement with services that allow them to behave, to leave a mark, and to participate in the community of others. The economic model promoted by the behavior economy is a model where behavior is the only goal of our actions, and where intrinsic motivation is the key to participation, engagement, and the satisfaction of multiple dimensions of value. Value Creation and the Internet of Things describes value delivery and consumption, and the mechanisms by which new value is captured and created, in enterprises dedicated to competing and prospering in this new environment. This book is significant in the context of the Internet of Things becoming mainstream, forcing organizations to re-examine their value creation methodologies in light of new consumer behavior and expectations. The Internet of Things will reframe the existence of the ones enriched by it. It will do so not because it can, but because our motivation will demand it. This is a book about reframing reality for new and incumbent organizations. The reality to reframe is not an imaginary one, but the immediate reality in which one operates: the behavior economy.

'To date, few have really delved as deeply into what the "Internet of Things" is and will mean to us beyond the technical and product wizardry of what's possible. Value Creation and the Internet of Things is refreshing in its ability to frame up the opportunity and the challenges by focusing us on the most impactful questions and changes it will require of us as a society, a culture and our businesses. Alexander Manu succeeds in building the so-needed thread between business, technology, culture and humanity.' Cybelle Srour, Managing Director-Strategy, Resource/Ammirati, USA 'Alexander Manu has been able to put into words the transformation that is ongoing in the global economy. The economic downturn that has been challenging many countries in recent years seems to be more than just a normal fluctuation of the recession cycle. It is not products that people are buying anymore, but rather experience platforms. The Internet of Things is extending this transformation to involve not only the consumer businesses, but businesses altogether independent of the nature of the actual customer. Manu explains the framework needed to operate in this new economy, what the behaviour economy is all about, how value creation differs from conventional industrial economy and what kind of leadership is needed in this new context.' Solveig Roschier, Director, Social Sciences, Helsinki Innovation Services Ltd, Finland

About the Author Alexander Manu is a strategic innovation practitioner, international lecturer and author. He works with executive teams in Fortune 500 companies in industries as diverse as consumer packaged goods, media, advertising, mobile communications and manufacturing. Alexander lectures around the world on innovation, imagination, change agents and strategic foresight. He is a Senior Partner and Chief Imaginator at InnoSpa International Partners, teaches Innovation, Foresight and Business Design at the Rotman School of Management, and is a Professor at the OCAD University in Toronto. In his client and research work, Alexander is involved in transforming organizations by exploring and defining new competitive spaces, the development of new strategic business competencies and creation of imaginative innovation methods.