

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

Brian Solis

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Brian Solis : What's the Future of Business?: Changing the Way Businesses Create Experiences before purchasing it in order to gauge whether or not it would be worth my time, and all praised What's the Future of Business?: Changing the Way Businesses Create Experiences:

19 of 20 people found the following review helpful. Interesting start, but a bad customer experience
By Tom De Baere
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 latest 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 touch 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 must have put a lot of work in this book, and I am sure lots of people will enjoy this one. This book is probably not my type of book.
Tom
2 of 2 people found the following review helpful. An experience all business leaders and marketers should have
By Shannon Clark
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 that 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. 0 of 0 people found the following review helpful. Insights galore into how to adapt to the changing world By Paul Krupin 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.

"In today's rapidly changing digital environment, Darwinism is alive and well. What's 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 What'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. 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 growth

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