

The book was found

The Mobile Mind Shift: Engineer Your Business To Win In The Mobile Moment



Synopsis

Mobile has reprogrammed your customers' brains. Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift -- the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment -- the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you? Based on 200 interviews with entrepreneurs and major companies across the globe, *The Mobile Mind Shift* is the first book to explain how you can exploit mobile moments. You'll learn how to:

- Find your customer's most powerful mobile moments with a mobile moment audit.
- Master the IDEA Cycle, the business discipline for exploiting mobile. Align your business and technology teams in four steps: Identify, Design, Engineer, Analyze.
- Manufacture mobile moments as Krispy Kreme does -- it sends a push notification when hot doughnuts are ready near you. Result: 500,000 app downloads, followed by a double-digit increase in same-store sales.
- Turn one-time product sales into ongoing services and engagement, as the Nest thermostat does. And master new business models, as Philips and Uber do. Find ways to charge more and create indelible customer loyalty.
- Transform your technology into systems of engagement. Engineer your business and technology systems to meet the ever-expanding demands of mobile. It's how Dish Network not only increased the efficiency of its installers but also created new on-the-spot upsell opportunities. Mobile is rapidly shifting your customers into a new way of thinking. You'll need your own mobile mind shift to respond.

Book Information

Hardcover: 272 pages

Publisher: Groundswell Press (June 24, 2014)

Language: English

ISBN-10: 0991361008

ISBN-13: 978-0991361007

Product Dimensions: 6 x 1.4 x 9.4 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (29 customer reviews)

Best Sellers Rank: #231,028 in Books (See Top 100 in Books) #49 in [Books > Computers &](#)

Technology > Internet & Social Media > E-Commerce #134 in Books > Computers & Technology > Mobile Phones, Tablets & E-Readers > Handheld & Mobile Devices #335 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

Customer Reviews

According to co-authors Ted Schadler, Josh Bernoff, and Julie Ask, "The mobile mind shift is the expectation that I can get what I want in my immediate context [i.e. time of day and location] and moments of need." Moreover, "A mobile moment is a point in time and space when someone pulls out a mobile device to get what he or she wants immediately, in context." A rapidly increasing number of buyers have that expectation and thus it is imperative for sellers to formulate and then implement a strategy that will accommodate that expectation. "Serving customers with mobile is easy to imagine, but very difficult to achieve. Why? Because your company and its processes and information systems were never designed with mobile moments in mind. Your technology is too rigid, your processes too linear, and your organization too siloed. The expectation of customers in their mobile moments massively disrupts these well-intentioned but calcified ways of doing business." What to do? How to re-engineer one's business to win in the mobile moment? Schadler, Bernoff, and Ask wrote this book in response to this question. They provide a wealth of information, insights, and counsel that are based on real-world experience (for better or worse) from which valuable business lessons have been learned.

[Download to continue reading...](#)

The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment Mobile Apps Made Simple: The Ultimate Guide to Quickly Creating, Designing and Utilizing Mobile Apps for Your Business - 2nd Edition (mobile application, ... programming, android apps, ios apps) HOW TO BECOME A NIGHT SHIFT WARRIOR: A HOW TO GUIDE ABOUT WORKING THE NIGHT SHIFT Self Help: How To Live In The Present Moment (Self help, Self help books, Self help books for women, Anxiety self help, Self help relationships, Present Moment, Be Happy Book 1) Shift Omnibus Edition (Shift 1-3) (Silo series Book 2) Machinery's Handbook 25 : A Reference Book for the Mechanical Engineer, Designer, Manufacturing Engineer, Draftsman, Toolmaker, and Machinist Mobile App Marketing And Monetization: How To Promote Mobile Apps Like A Pro: Learn to promote and monetize your Android or iPhone app. Get hundreds of thousands of downloads & grow your app business Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS: Business Marketing, Innovative Process How To Startup, Grow

And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Roulette Rockstar: Want To Win At Roulette? These 3 Simple Roulette Strategies Helped An Unemployed Man Win Thousands! Forget Roulette Tips You've Heard Before. Learn How to Play Roulette and Win! The 9 Steps to Keep the Doctor Away: Simple Actions to Shift Your Body and Mind to Optimum Health for Greater Longevity Win Your Lawsuit: Sue in California Superior Court Without a Lawyer (Win Your Lawsuit: A Judges Guide to Representing Yourself in California Supreme Court) Apps: Make Your First Mobile App Today- App Design, App Programming and Development for Beginners (ios, android, smartphone, tablet, apple, samsung, App ... Programming, Mobile App, Tablet App Book 1) Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps (Animal Guide) Designing Mobile Payment Experiences: Principles and Best Practices for Mobile Commerce Mobile Computing Principles: Designing and Developing Mobile Applications with UML and XML The Bike Doctor's Mobile Bicycle Repair Manual: How to Start and Run A Mobile Bicycle Repair Shop How to Start a Business Analyst Career: The handbook to apply business analysis techniques, select requirements training, and explore job roles ... career (Business Analyst Career Guide) Business Buyer's Guide: 1998 AT&T National Toll-Free Directory Business Edition (National Toll-Free and Internet Directory : Business Buyer's Guide) Siblings and the Family Business: Making it Work for Business, the Family, and the Future (A Family Business Publication)

[Dmca](#)