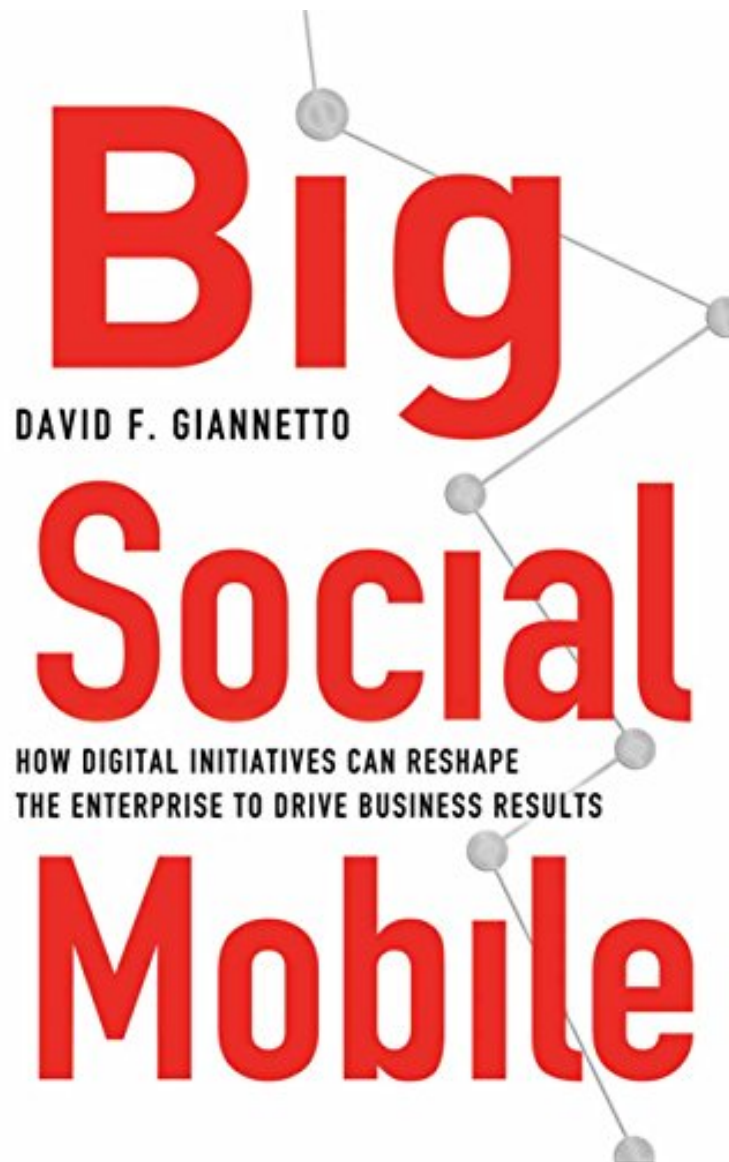


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Big Social Mobile: How Digital Initiatives Can Reshape the Enterprise and Drive Business Results

D. Giannetto

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Big Social Mobile shows that big data, along with social and mobile media, can improve enterprise performance significantly, but only when implemented in a holistic fashion. This book offers an integrative process that has helped a wide range of businesses enhance what has traditionally made them unique, resulting in transformative results.

"Big Social Mobile is a valuable guide for learning to think critically and holistically about how marketing, public relations, and social interactions can go well beyond their traditional roles. This is necessary reading for succeeding in today's ever-more integrated world." - Ken Wincko, SVP of Marketing, PR Newswire "Big Social Mobile is a must-read for everyone from small business managers to corporate executives-read it and learn how to use big data, social media, and mobile technology to become customer-centric and adopt predictive marketing or you will be left behind." - Omer Artun, CEO, AgilOne "Big Social Mobile reveals Giannetto's unique and comprehensive view of how technology influences and enables behaviors. It's a view seldom contemplated by other authors and practitioners." - Scott McNulty, Founder, IOEngine and BIOPTid "Big Social Mobile serves as an invaluable guide to a key aspect of any corporate strategy: engaging with, understanding, and responding to customers using modern tools." - Mark Russinovich, CTO, Microsoft Azure "Big Mobile Social is a game-changing blueprint providing decision-makers with a well-thought-out guide to how to win in today's data-driven world. This book takes these topics beyond marketing and is for anyone in business who wants to remain competitive." - Byron Mignanelli, CEO, Global Strategic Management InstituteAbout the AuthorDavid F. Giannetto helps organizations understand and utilize information to improve performance. He is Senior Vice-President of Professional Services and Marketing at Salient Management Company. Formerly CEO of The Telos Group and Practice Manager for J.H. Cohn, LLP, Giannetto has worked with clients such as FujiFilm, BlueCross BlueShield, American Express, JPMorgan, Coca Cola, Pepsi, Roche Pharmaceuticals, Scholastic books, and more. He is the author of The Performance Power Grid (Wiley, 2006), a writer for the Huffington Post and the AMA, and a former professor of organizational behavior in Rutgers University's Executive MBA program. Learn more about becoming big, social, and mobile at: www.bigsocialmobile.com