

[FREE] The Digital Innovation Playbook: Creating a Transformative Customer Experience

# The Digital Innovation Playbook: Creating a Transformative Customer Experience

*Nicholas J. Webb*

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**Nicholas J. Webb : The Digital Innovation Playbook: Creating a Transformative Customer Experience** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Digital Innovation Playbook: Creating a Transformative Customer Experience:

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Playbook by Nicholas Webb provides a platform for digital media and innovation on the basis that innovation is "the process of creating exceptional customer value through active listening." The three key words exceptional, value, and listening coincide to create a strategy for businesses to implement successful digital media strategies. Throughout the book, Webb describes innovation as being exceptional products/services. He says, "Exceptional is in; mediocre is out." By developing products that are mediocre, an opportunistic environment is shaped for entrepreneurs to develop "exceptional" products. For example, the Kindle was a mediocre product that did everything it was designed to do. This opened the door for Apple's iPad innovation that had layers of more sophisticated innovations that completely dominated the industry. Through case examples of NewTek, Southwest Airlines, Kodak, U.S. Army and IndyCar, Webb uses real life examples of how these companies are driving digital innovation. 0 of 0 people found the following review helpful. Industry changerBy Jennifer Dean "The Innovation Playbook" is a game changer. For businesses, both big and small, trying to learn the new rules of navigating the fast-paced digital media world, this book is a must. Nicholas Webb takes a tough concept - how businesses should utilize the web and social media tools - and gives clear, concise examples of how to do it right. And the examples are three dimensional. By that I mean, he isn't just saying, "Do this... then that." Instead, he talks to leaders in the industry, which come from a variety of business fields, spotlighting what they're doing right and looking at why it's working. Then, he takes that information and makes it applicable for anyone. It's a solid read for any business looking to dive into digital innovation.

A complete and practical road map to achieving unprecedented business success through digital innovation excellence In this breakthrough book, world-renowned innovation strategist Nicholas J. Webb uncovers the secrets of the world's best innovators. And what he found is that there is a new phenomenon that he calls "Digital Innovation" which is sweeping the world. In this powerful book, Webb clearly defines innovation as "the process of delivering exceptional value through active listening." His case studies show how great organizations like Kodak, IndyCar, U.S. Army, and Southwest Airlines have used Digital Innovation to drive colossal success. Webb also discusses how Dell Computers has set up their own Digital Command Center to monitor over 70,000 keywords in over 11 languages to listen, to learn, and to ultimately invent world-class technologies. He predicts that Digital Innovation will replace the term Open Innovation and that ultimately every successful organization in the world will hire a Chief Listening Officer (CLO). Demystifies the hyper-complex world of Digital Innovation Presents comprehensive case examples of how organizations both large and small have deployed Digital Innovation methodologies to grow both sales and profit Shows how organizations are using digital media, Web 2.0, and social media to connect to their customer communities and internal stakeholders alike With free online training that will help you put theory into practice, The Digital Innovation Playbook prepares you to implement a Digital Innovation culture into your corporate life.

From the Inside FlapThe Digital Innovation Playbook: Creating a Transformative Customer Experience There are more than 3.5 billion pieces of shared content each week on Facebook alone; more than 700,000 businesses with active Facebook pages; 5.3 billion Facebook fans from purpose-built Facebook pages; 22 million LinkedIn users across Europe, with 100 million worldwide; 140 million Tweets per day; and 70 percent of bloggers talking about brands on their blogs. Whether you want them or not, there's a vast, untapped pool of naturally occurring conversations going on about your company right now. Is your business just taking it all in . . . or is it making the most of its digital media to actively listen back, and join in the conversation? Written by successful innovator Nicholas J. Webb, who has pioneered more than 300 innovations and been awarded more than thirty-five patents by the U.S. Patent Office; The Digital Innovation Playbook explores what digital media is really about for today's businesses (hint: it's all about the customer, beginning to end), demystifying the complex world of digital innovation so you can turn listening observations into meaningful innovations. Ready to engage your customers in ways that keep them coming back; and spreading the good word about your brand while they're at it? Take a look inside The Digital Innovation Playbook and discover: The secret of listening well in the digital community to generate true customer value How to cull the best information for your innovations from your digital community The power of digital direct marketing to boost marketing ROI and increase profits The revolutionary RealOpen diagnostic chart for incredible success through a customer experience focus How to create digital resources; from podcasts to vodcasts; that add value for your customers Digital Innovation Superstars who are changing the digital landscape by adding value, connecting with customers, and building up their brands: INDYCAR, Kodak, the U.S. Army, Southwest Airlines How you can earn your Digital Innovation Superstar certification With Quick Response (QR) codes at the end of each chapter enabling immediate access to uploaded videos, the latest digital media best practices, and free ongoing webinars at [www.digitalinnovationplaybook.com](http://www.digitalinnovationplaybook.com), The Digital Innovation Playbook equips you to lead your company to unprecedented visibility and success through digital innovation. From the Back Cover Praise for The DIGITAL Innovation Playbook "The Digital Innovation Playbook is the product of Nicholas's inventive mind, countless hours of research, and keen perspective on all things digital. Not only do I value Nick's advice, but I also enjoy the passion with which he delivers it. That said, I couldn't imagine leaving you in more capable hands." — Steve Faktor, Vice President, Business Growth and Innovation, American Express, from the Foreword

"Nicholas Webb's theories on innovation and innovation management are so insightful, practical, and visionary that they have become the best practices of innovation management for the future." —Dr. Johan Kotze, Innovation Manager, HEAD Sport GmbH "Nicholas is one of the true thought leaders in the area of innovation management. As a successful inventor himself and as a corporate innovation strategist he brings together the best of both the theoretical and 'real world' innovation practices. He has coined the term 'Digital Innovation' which I believe is the next evolution of innovation best practice." —Paul Pluschkell, Founder and CEO, Spigit "At Planview we take great pride in working with clients and other thought leaders to drive the innovation ecosystem forward. Nicholas Webb's insights into the trajectory of innovation best practice and digital innovation are major additions to this ecosystem. Digital innovation is fueling some of the best organizations and technologies in the world. This book provides you the game plan." —Patrick Tickle, Executive Vice President of Products, Planview

**About the Author** Nicholas J. Webb is the founder and President of Lassen Innovation, a management consulting firm specializing in business growth and innovation management. He is a highly successful inventor with over thirty-five technology related patents. His clients include some of the world's top corporations in several industry categories. He is a prolific author. His books include *The Cost of Being Sick* and *The Innovation Playbook*. Webb and his inventions have appeared on ABC, NBC, and Fox news.