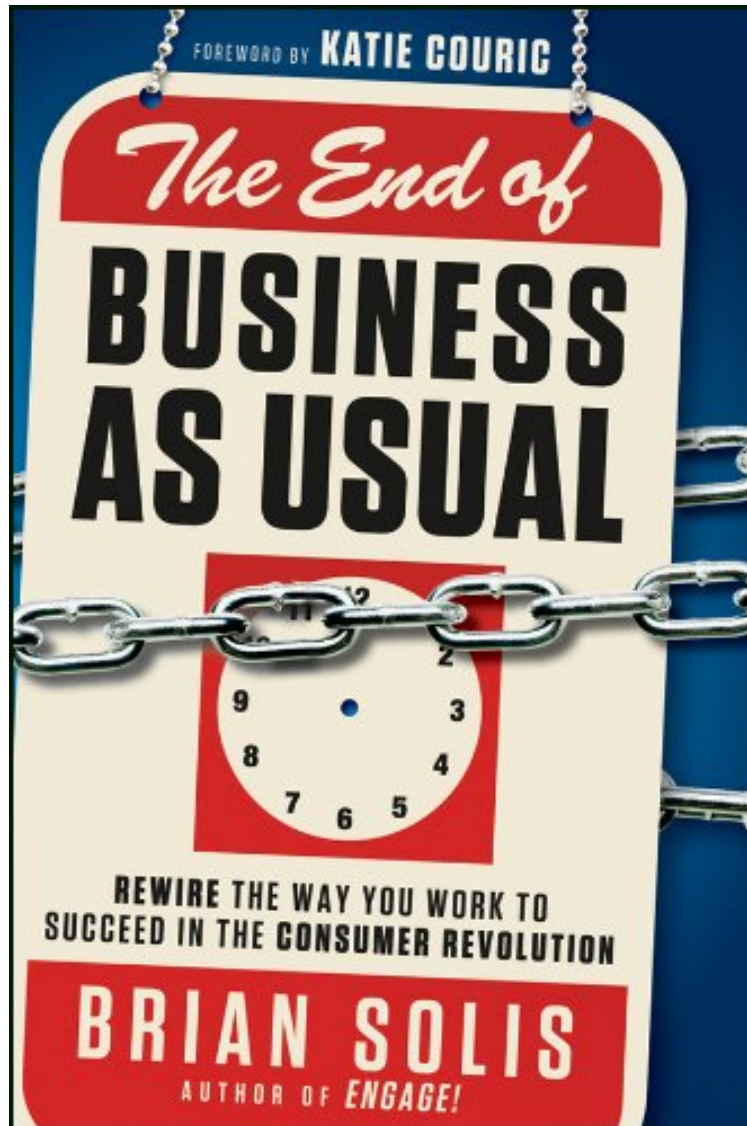


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## The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution

Brian Solis

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**Brian Solis : The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution:

1 of 1 people found the following review helpful. So much to think about By Customer There is a problem with the electronic version of the book on iPhones if you use the black background and white text. On many pages the first

sentence was cut off making it difficult to join the dots or know the pearls of wisdom being offered. It was very frustrating. The publishers did mention they are looking into it. BUT... Apart from that - this book is a must read for every business big and small. I am scared for big businesses out there who are stuck in rigid ways of operating and thinking. They're in for a surprise. But I am just as scared for my little business who has to follow the recommendations to ensure long term sustainability. There is so much that has to happen and it is extremely overwhelming for a 2 man business less than 3 years old. That being said, least we are forewarned and can start designing our customer experiences around their needs. The book is information overload - I mirror the sentiments above, it's a long read - but an important one. And we can't say we weren't warned now. I do think it offers golden opportunities for software developers out there to build the tools we need to manage social business in future. If you have one, please by all means tell me about it. Comprehensive research, well written, mostly practical, helpful real world examples, often scary. I made copious notes throughout the book and believe I will buy the hard copy due to the reading issues I had, and because the book needs to become an operating manual we need to refer to often. Read this book if you own a business.

3 of 3 people found the following review helpful. A MUST read if you want to stay relevant and ahead of the game into today's competitive business environment

By Glenn Meyer

Having just begun my Masters in Integrated Marketing at New York University, I decided to purchase this book to complement my existing coursework in the program. Businesses are constantly evolving, and the ones that are long lived are those that are sensitive to their environment, as they managed to react in a timely fashion and respond to the conditions of society around them. How do companies respond to social media, the mobile web and new media all around us in this digital era? How do C Level Executives incorporate social media into their organization? This is what Brian Solis does best throughout his book. He breaks down the most complex concepts to the simplest ideas for you to understand. Brian takes you through a journey on how the internet in the digital age has changed the culture of consumerism and the way information is processed and exchanged. As Brian says in one of his chapters, "Brands Are No Longer Created, They're Co-Created". The entire world is now on Facebook, Twitter, Youtube, Blogs etc. and it's about time companies understand the significant change of behavior and use these findings to their advantage. In this book, Brian helps us to understand the behavior patterns that are emerging from the new generation of consumers and where the social and mobile web is headed. This book took me some time to read and digest due to its rich and detailed content. However the real life stories and current business examples (Zappos, Virgin America, Starbucks. etc) makes the time spent on the book even more worth while as they are relevant and forward thinking. Brian does a good job by providing useful charts and info graphs throughout the book, but what I personally feel he does best is by providing a summary at the end of each chapter in bullet points and this reinforces the concepts covered in each chapter. The use of color in the book also helped captivate my attention while reading. Overall this book has exceeded my expectations and has given me a boost to succeed in my graduate program and career ahead. It covers the areas in sales and marketing to customer service and product development to leadership and culture. It is a must read for those interested in how businesses are changing and the future of customer engagement. I would highly recommend this book not only to marketers but also to entrepreneurs and managers in other industries. Senior to junior executives that want to get a jump start against the competition will also find this useful.

0 of 0 people found the following review helpful. This book inspires creativity

By @DSox

The End of Business as Usual is a one of kind insight into how the evolution of technology is transforming how businesses connect with customers and how customers get informed. It sheds light on how the future of business will be driven from means by which information is shared/retained by customers. My favorite- chapter 13, discusses how brands are No Longer Created, They're Co-Created. This excerpt is phenomenally enlightening: "the distance between a connected customer and a brand is measured by that engagement. The distance between connected customer and their peers is measured by shared experiences." People are expressing themselves online through shared experiences and social interactions (Like, share, retweet, favorite etc.) and this book discusses the importance of generating positively memorable experiences because in today's connected world customers define the value and equity of a brand with their social circles online and off. Technology has changed the game for brands. The only thing inevitable is change and is why Brian's discusses throughout the book the theme of Digital Darwinism: the evolution of consumer behavior when society and technology evolve faster than the ability to exploit it. Businesses and brands must not focus on shiny new objects in tech space but rather focus on tools that provide value to the customer and the business. The End of Business as Usual explains how companies will be forced to stop treating customers as segments and start treating them as important individuals, because we all have an audiences of audiences with audiences. Thus, social resonance of a shared experience can be powerful and everlasting. Imagine what type of impact a memorable experience (good or bad) can have on your brand image if it spreads socially online and effects countless groups of peoples future experiences. There is growing interest for individuals to share experiences with their social graph as it is human nature and a growing trend for people to express themselves by sharing their customer experiences online. A customer may be physically walking into a store alone, but if they have a smartphone, they are never walking in alone. Mobile technology equips customers with networks of people information too. Savvy, connected customers, as Brian calls them, have created their own systems to share their experiences utilizing data opinions online. Mobile technology opens up opportunity to a new era of loyalty and reward programs based on

experiences waiting to be disrupted as described in the book. The End of Business As Usual has greatly inspired our startup team at Yappem(tm) because it articulates the movement of smartphones and mobile devices instantly connecting shared experiences from the real world to online friends. Everyone on our startup team has their own copy of the book. Mine literally looks like 10 highlighters threw up all over it. So many different chapters, pages, sentences and words triggered creative ideas for me personally that I feel so grateful to Brian for his excellent writing research. So much, that I felt the need to write my first review ever. Regardless, I want to emphasize that this is my favorite and most useful book I have read in the last 10 years as it shines a spotlight on emerging trends of mobile, social technologies and how customers are using these technologies based on their evolving behaviors, needs expectations with businesses. Both negative and positive shared experiences matter to a business, and they should matter to yours today. Bill Gates famously said, "your most unhappy customers are your greatest source of learning." The book further elaborates on the importance for businesses to design products and services that create meaningful and shareable experiences. The economy is in a difficult time right now with extremely high employment rates, and I strongly dislike reading about the collapse of companies like Blockbuster, Circuit City, Borders among others. I hope those involved in business pick up this book and check out the emerging trends that are coming our way or are already here today! The book inspires creative thinking that will pay future dividends in many ways because as Albert Einstein put it "We cannot solve our problems with the same thinking we used when we created them." Creating, harnessing and highlighting shared experiences is the future of business and as Charles Darwin quote (that Brian included in book) goes " it is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change." Do not let your business or brand avoid the moment that is the consumer revolution. Pick up a few copies of The End of Business as Usual today and prepare for it! Special thanks to Brian for being an awesome writer and charismatic speaker who I had pleasure to meet at the Pivot Conference in NY (which I strongly suggest checking out this year) and at a Genesys event in Chicago. I want to iterate that I am very thankful for your writings Brian, as they have greatly inspired me and I wish you the best of luck in your future endeavors. Which I hope includes more books to come because you will have a loyal reader in this one. Thanks! Keep rocking it. Dave (@DSox)[...]

It's a new era of business and consumerism—and you play a role in defining it Today's biggest trends—;the mobile web, social media, real-time—;have produced a new consumer landscape. The End of Business As Usual explores this complex information revolution, how it has changed the future of business, media, and culture, and what you can do about it. "To be successful in business, you need to see what others don't. Start with this book. Someone's going to do it, why not you?" —;Mark Cuban, owner of the Dallas Mavericks and Chairman of HDNet "Innovation has always changed the business landscape. People expect to access information anywhere, anytime, and on any device. Collaborative, cloud, and video technologies are leading this change. As Mr. Solis correctly writes, companies have to lead this change, not follow." —;John Chambers, CEO of Cisco Systems, Inc. "Winning the hearts and minds of customers with new media experiences will turn them into your most valuable sales force. Solis's book is the map to unleash this treasure." —;Peter Guber, author of Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story "Your customers will share their experiences both good and bad. Now that everyone is connected, it's amplified and incredibly influential. This book will help you rethink your vision and mission to survive in a new era of digital Darwinism." —;Mark Burnett, Television Executive Producer

.com Hugh MacLeod Celebrates The End of Business as Usual in a Cartoon Hugh MacLeod is an artist, cartoonist, and Web 2.0 pundit whose blog, gapingvoid.com, has two million unique monthly visitors. His first book, Ignore Everybody, was an Top Ten Business Book of the Year and a Wall Street Journal bestseller. Check out his cartoon to celebrate The End of Business as Usual: Exclusive: Guest by Tony Hsieh Tony Hsieh Tony Hsieh is the New York Times best-selling author of Delivering Happiness and CEO of Zappos.com, Inc. This book covers an important concept for businesses everywhere. The future of business isn't just about the latest technology, it's about market disruption and how an organization recognizes and adapts to new opportunities. Without adaptation, businesses will fall to "digital Darwinism", as Brian says. Consumer behavior is changing and, as Brian observes, we are witnessing the rise of a more connected and informed customer. At Zappos, one of our core values is "Embrace and Drive Change." According to Brian, to reach and ultimately earn the attention of this new connected consumer, businesses have to establish a culture of change and innovation. And, to succeed in the long-term, businesses will also have to empower employees and rally them to champion the transformation. The future of business comes down to co-creation and the ability to learn from internal and external stakeholders to have any hope of one day leading them. At Zappos, we realized over time the importance of culture and service. We built the entire company around our employees and customers. If employees weren't happy, they would not make customers happy. If customers weren't happy, we wouldn't be where we are today. We believe that if we get the culture right, then most of the other stuff, like delivering great service, or building a long-term enduring brand will just happen naturally on its own. Delivering happiness supported by a culture of service became our vision. With The End of Business as Usual, Brian makes the point that

you can't succeed if you lose sight of the existing customers; a balanced approach is necessary. But he does introduce us to who these new customers are, how they find and share information, how they make decisions, and how they do and do not support businesses and why. He looks beyond the Millennial to show how new consumerism is demographic agnostic and as a result, opens our eyes to new possibilities. This book can help you if you want to have a business that is able to adapt to an ever-changing business landscape. Through experience, research, and examples, he introduces a blueprint for an adaptive business and inspires readers to think beyond business as usual. The entire book is a call for any business to compete for the future through relevance. As Brian asks, without creating remarkable customer experiences through products, service, and engagement, what is it that your customer will share within their connected networks? According to the book, it's time to adapt or die. An accessible insight into the way new consumers behave, what you can learn from them and how to communicate with them. (Director, December 2011) An inspirational book to help you to see how you have to review your whole approach towards connected consumers. (Financial Adviser, 23rd February 2012)

**TODAY'S BIGGEST TRENDS**—the mobile web, social media, gamification, real-time—have forced us to rewire the way we think about and run our businesses. Consumers are creating a new digital culture, shifting business landscapes one tweet at a time. New networks have created an ever-expanding "egosystem," in which everyday people believe their lives deserve 24-hour broadcasts. But now, we need to decipher the significance of this behavior and understand where the social and mobile web are headed. At the heart of all of this, a new breed of consumer is emerging—and they're changing the very foundation of business. *The End of Business As Usual* explores each layer of this complex consumer revolution that is changing the future of business, media, and culture. As consumers connect with one another, a vast and efficient information network takes shape and begins to steer experiences, decisions, and markets. It is nothing short of disruptive. *The End of Business As Usual* will change the way you view the world of business, from sales and marketing to customer service and product development to leadership and culture. Its critical insights include:

- Shared experiences are redefining brands in digital consumer landscapes, and astute brands can now also create and steer these experiences
- Consumer influence is growing, and businesses can use this to their advantage
- Connect with a rising audience (and with audiences of audiences) through new touchpoints between consumers, brands, and new influencers
- Create a culture of change to earn trust, influence, and significance among connected customers

Rather than disregard these new consumer behaviors, learn from them in order to drive engagement with your stakeholders. Raise the significance of your business and your brand by implementing new ways to connect, learn, and adapt. While other businesses will fall to digital Darwinism, your business will evolve and thrive. This is the end of business as usual and the beginning of a new era of relevance.