



The Mobile Mind Shift: Engineer Your Business To Win in the Mobile Moment

Ted Schadler, Josh Bernoff, Julie Ask

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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.

The Mobile Mind Shift: Engineer Your Business To Win in the Mobile Moment Details

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From Reader Review The Mobile Mind Shift: Engineer Your Business To Win in the Mobile Moment for online ebook

Isaiah Fapuro says

I recommend this book to anyone who is interested in getting ahead in the mobile marketing game. Mobile marketing is particularly helpful in the African & Asian continents, as they have jumped the tech gap.

Adrienne says

Amazing, with ideas and cementing why things I have done instinctively are working. This book is going to help me reinvent my career...again.

Jörg Strotmann says

By 2010, something a bit unexpected happened, the mobile revolution. While some may have seen bits and pieces of it coming, nobody could have foreseen the way it would influence our daily lives.

I didn't expect to get so much from the book The Mobile Mind Shift. I was fascinated about these new opportunities. The device we hold in our hands is like a remote control to enrich our lives.

This book is a must read! Thank you Julie, Ted and Josh.

Kam Wa Tang says

Well researched and great examples. Best part is commentary on organizational structure needed to tackle mobile technology as an enabler for business.

Jeff says

Five Word Review: A must read for marketers.

Amanda Bright says

Interesting perspective on how the world is changing as a result of mobile devices and vendors need to adapt. Completely different mind set in today's world expecting everything to be available instantly no matter where you are.

Markiyan says

Great read for any mobile tech professional.

Pam Thomas says

Mobile phones have become part of the world, with text messaging, forwarding emails and photos and videos spreading across the internet via social media sites, Facebook, twitter, instagram , flicker and apps. this book is so amazing and most informative, I just thought a mobile one had a few functions, not so.

Celeste says

The book guides readers through a fundamental shift occurring beyond the technology in appification through real-world scenarios of how some of the most transformational usages are impacting lives - beyond technology and business, these shifts impact the way we get around, access services, interact, and more. Much thought provoking stuff here to ponder about in thinking about future applications.

Jose Escobar says

Best book for setting up a mobile strategy

Best book for setting up a mobile strategy . Came up with great ideas of what to do next in our company

Michael says

A must read for every CIO.

Jose Papo says

Do yourself and your company a favor and read this book. With many examples in different industries the book show how to apply different techniques to disrupt business models using mobile technologies. It's not only about what is happening, but also how (a process) to create mobile moments and mobile disruptions.

JP says

Forrester analysts consistently deliver a thoughtful, practical approach to business problems. This book is no exception. The three authors explain why mobile is important, how to evaluate customer demand and readiness, and how to go about innovating instead of merely implementing. I rate it a 4 based on the clarity it brings to a critical, current trend. At some point, the shift will have happened and companies will either be there or they won't be.
