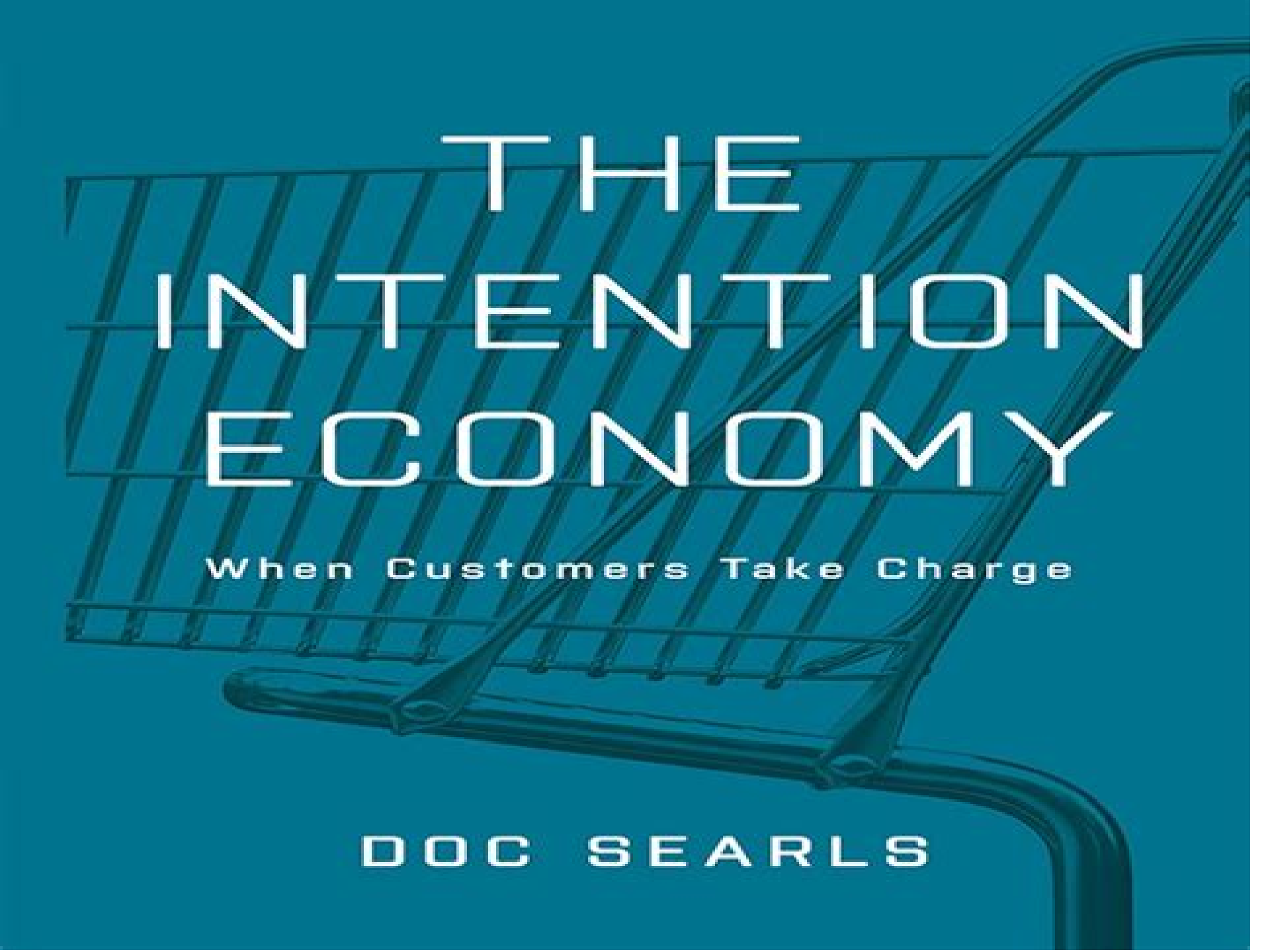




THE INTENTION ECONOMY

When Customers Take Charge

DOC SEARLS

The Intention Economy When Customers Take Charge

Sarah Spiekermann



The Intention Economy When Customers Take Charge:

The Intention Economy Doc Searls, 2012-04-10 Caveat venditor let the seller beware While marketers look for more ways to get personal with customers including new tricks with big data customers are about to get personal in their own ways with their own tools Soon consumers will be able to Control the flow and use of personal data Build their own loyalty programs Dictate their own terms of service Tell whole markets what they want how they want it where and when they should be able to get it and how much it should cost And they will do all of this outside of any one vendor's silo This new landscape we're entering is what Doc Searls calls The Intention Economy one in which demand will drive supply far more directly efficiently and compellingly than ever before In this book he describes an economy driven by consumer intent where vendors must respond to the actual intentions of customers instead of vying for the attention of many New customer tools will provide the engine with VRM Vendor Relationship Management providing the consumer counterpart to vendors CRM Customer Relationship Management systems For example imagine being able to change your address once for every company you deal with or combining services from multiple companies in real time in your own ways all while keeping an auditable accounting of every one of your interactions in the marketplace These tantalizing possibilities and many others are introduced in this book As customers become more independent and powerful and the Intention Economy emerges only vendors and organizations that are ready for the change will survive and thrive Where do you stand *The Intention Economy* Doc Searls, 2012 Maps out the implications of a customer driven business revolution that's flipping the paradigm of supply and demand and putting consumers in charge *Customer's New Voice* John S. McKean, 2014-09-12 Find out how to reap the benefits of motivating and engaging the new direct customer voice The Customer's New Voice shows businesses how to motivate and transform directly volunteered consumer knowledge into profitable insights enabling a new echelon of marketing relevancy customer experience and personalization With a deep look at the inner workings of how a modern generation of business innovators are tapping into the fresh opportunities with the customer's new voice this book describes how businesses are transforming inference based predictions of purchase intent with direct consumer knowledge of their actual intentions and buying context The result An untouchable unprecedented level of offer relevancy experience and personalized service levels Those offers range from the most basic app model of Give me your physical location we'll find the best Thai restaurant near you and give you an instant coupon to a more complex model such as an Electric utility value proposition We'll give you discounts to charge your Prius during certain times to help us optimize our grid efficiency while allowing Toyota to monitor and optimize your battery to enable Toyota's R however this type of data has less than 10 percent accuracy This low effectiveness also necessitates up to 70 percent of a business's cost infrastructure Direct consumer knowledge is now available and boasts up to 20-50 percent accuracy yet businesses remain anchored in the old indirect competencies This book helps companies integrate compelling sharing motivators and controls for consumers to feel

motivated and safe about directly sharing their product and experience desires providing the ultimate market advantage Learn how to catch up to the new digitalized consumer Leverage direct consumer information from current megatrends Navigate privacy's current and future metamorphosis Unlock the untapped value of Big Data's true enabler Little Data Parsing incidentally volunteered data has been stagnant for decades due to the capabilities and expectations of a new generation of enabled consumers The timeless reality is that any level of investment in computing power data and analytics will never approach their full ROI potential without interfusing the direct intentional insights from the consumer If today's forward thinking companies want to profitably engage the new consumers they must learn the secrets of motivating and safeguarding this new potential of customer transparency The risks of not engaging these new consumer voices Irrelevancy and Silence The Customer's New Voice shows businesses how to fulfill the promise and caveat of the new consumer If you make my life easier reward me and respect my shared information I will tell you my secrets **The Digital Marketer** Larry Weber, Lisa Leslie Henderson, 2014-04-14 Big data Digital loyalty programs Predictive analytics Contextualized content Are you ready These are just a few of the newest trends in digital marketing that are part of our everyday world In The Digital Marketer Ten New Skills You Must Learn to Stay Relevant and Customer Centric digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives The Digital Marketer explains The ins and outs of this brave new world of digital marketing The specific techniques needed to achieve high customer engagement The modern innovations that help you outperform the competition The best targeting and positioning practices for today's digital era How customer insights derived from big and small data and analytics combined with software design and creativity can create the customer experience differential With the authors' decades of combined experience filling its pages The Digital Marketer gives every marketer the tools they need to reinvent their marketing function and business practices It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful profitable and mutually beneficial ways **Customer CEO** Chuck Wall, Michael Port, 2016-10-21 Most companies still operate as if they control their customers But in today's market it's really the other way around Customer CEO confronts the new market reality that customers choose which companies to do business with completely on their own terms This effectively inverts the power control and direction of decision making to survive in this new landscape organizations must quickly adapt Author Chuck Wall explores the nine powers customers possess including the power of me the power of the heart and the power of rebellion and how companies can profit by understanding the power of their customers Based on more than a decade of firsthand experience and over 100 000 customer interviews Customer CEO provides every size company with a roadmap of fresh ideas and easy to use tools while exploring three dozen companies that embrace the power of their customers By reading this book every leader can

transform their business into a Customer CEO company *The Dark Side of CRM* Bang Nguyen, Lyndon Simkin, Ana Isabel Canhoto, 2015-09-04 Customers are treated badly Not all customers Not always But many are and often Some customers are bad They treat firms badly Firms have to react Employees and customers endure the consequences Such bad behaviours by firms and customers have consequences for perceptions of trust and fairness for endorsements and referrals for repeat purchasing and loyalty and ultimately for a firm's profitability and RoI The management of customer relationships is core to the success and even survival of the firm As *The Dark Side of CRM* explores this is an area fraught with difficulties duplicitous practice and undesirable behaviours These need acknowledging mitigating and controlling This book is the first of its kind to define these dark sides exploring also how firms and policy makers might address such behaviours and manage them successfully With contributions from many of the leading exponents globally of CRM and understanding customers *The Dark Side of CRM* is essential reading for students researchers and practitioners interested in managing customers relationship marketing and CRM as well as social media and marketing strategy **Literacy Work in the Reign of Human Capital** Evan Watkins, 2015-07-01 In recent years a number of books in the field of literacy research have addressed the experiences of literacy users or the multiple processes of learning literacy skills in a rapidly changing technological environment In contrast to these studies this book addresses the subjects of literacy In other words it is about how literacy workers are subjected to the relations between new forms of labor and the concept of human capital as a dominant economic structure in the United States It is about how literacies become forms of value producing labor in everyday life both within and beyond the workplace itself As Evan Watkins shows apprehending the meaning of literacy work requires an understanding of how literacies have changed in relation to not only technology but also to labor capital and economics The emergence of new literacies has produced considerable debate over basic definitions as well as the complexities of gain and loss At the same time the visibility of these debates between advocates of old versus new literacies has obscured the development of more fundamental changes Most significantly Watkins argues it is no longer possible to represent human capital solely as the kind of long term resource that Gary Becker and other neoclassical economists have defined Like corporate inventory and business management practices human capital labor now also appears in a just in time form as if a power of action on the occasion rather than a capital asset in reserve Just in time human capital valorizes the expansion of choice but it depends absolutely on the invisible literacy work consigned to the peripheries of concentrated human capital In an economy wherein people's attention begins to eclipse information as a primary commodity a small number of choices appear with an immensely magnified intensity while most others disappear entirely As *Literacy Work in the Reign of Human Capital* deftly illustrates the concentration of human labor in the digital age reinforces and extends a class division of winners on the inside of technological innovation and losers everywhere else *The Prospect of Labor in Cyberspace* Zhuyuan Yang, 2024-11-27 This book explores user labor in the internet age offering innovative perspectives on digital labor It

broadens the discussion on topics like technology and power the reproduction of network user labor labor relations in cyberspace economic rewards of network user labor and especially the non economic rewards of network user labor Specifically the book examines the impact of technology power and capital on network user labor the control exerted by media platforms over this labor and the payment methods for both economic and non economic rewards Digitalization of Society and Socio-political Issues 2 Éric George,2020-01-08 Digitalization is a long socio historic process in which all areas of society's activities are reconfigured In the first volume of Digitalization of Society and Socio political Issues there is an examination of the transformations linked to the development of digital platforms and social media which affect cultural and communicational industries The book also analyzes the formation of Big Data their algorithmic processing and the societal changes which result from them social monitoring and control in particular Through diverse critical reflections it equally presents different ways that digital participates in relations of power and domination and contributes to eventual emancipatory practices Following on the second volume examines the transformations that are linked to digital practices that affect the production circulation and consumption of information as well as new forms that are taken by social mobilizations It treats several important issues in the digital era that are more likely to become the subject of public debates among which one can include the renewed relationship between research and digital Through diverse critical reflections it equally presents different ways that digital participates in relations of power and domination and contributes to eventual emancipatory practices When Digital Becomes Human Steven Van Belleghem,2015-04-03 WINNER CMI Management Book of the Year Awards 2016 Commuter's Read Category In an age when customers have access to vast amounts of data about a company its product and its competitors customer experience becomes increasingly important as a sustainable source of competitive advantage But success doesn't just rely on digital engagement and excellence but also on combining a digital first attitude with a human touch In When Digital Becomes Human Steven Van Belleghem explores and explains the new digital relationships Packed with global examples from organizations that have successfully transformed their customer relationships such as Amazon Toyota ING Coolblue Nike and Starbucks When Digital Becomes Human presents a clear model that companies can easily implement to integrate an emotional layer into their digital strategy This guide to combining two of a business's most important assets its people and its digital strengths covers the latest issues in digital marketing and customer experience management including omnichannel and multichannel experiences big data and predictive analytics privacy concerns customer collaboration ie crowdsourcing and more **The New Advertising** Valerie K. Jones,Ruth E. Brown Ph.D.,Ming Wang,2016-09-19 The era of big data has revolutionized many industries including advertising This is a valuable resource that supplies current authoritative and inspiring information about and examples of current and forward looking theories and practices in advertising The New Advertising Branding Content and Consumer Relationships in the Data Driven Social Media Era supplies a breadth of information on the theories and practices of new advertising from its origins

nearly a quarter of a century ago through its evolution to current uses with an eye to the future Unlike most other books that focus on one niche topic this two volume set investigates the overall discipline of advertising in the modern context It sheds light on significant areas of change against the backdrop of digital data collection and use The key topics of branding content interaction engagement big data and measurement are addressed from multiple perspectives With contributions from experts in academia as well as the advertising and marketing industries this unique set is an indispensable resource that is focused specifically on new approaches to and forms of advertising Readers will gain an understanding of the distinct shifts that have taken place in advertising They will be able to build their knowledge on frameworks for navigating and capitalizing on today's fragmented consumer focused digital media landscape and they will be prepared for what the future of advertising will likely bring

Mass Customization and Design Democratization Branko Kolarevic, José Pinto Duarte, 2018-12-07 Parametric design and digital fabrication are enabling non designers to mass produce non standard highly differentiated products from shoes and tableware to furniture and even houses The result of these newly available mass customization tools has been a democratization of design Mass Customization and Design Democratization is the first book to address this recent phenomenon Demonstrating how the considerable potential of these tools can be realized in practice it introduces essential technologies and design approaches and provides numerous examples of the latest cutting edge work from leading design firms manufacturers and thinkers The book examines what mass customization means for architecture and the building industry and investigates its impact on the sector's most commoditized enterprise suburban housing Asking whether design democratization is viable in the current context and exploring what kind of mass customization is possible useful and desirable it poses fundamental questions about the authorship of design and the functional and aesthetic quality of products designed by non designers A highly designed book featuring over 200 color illustrations this is essential reading for professionals as well as students taking courses in digital architecture parametric design and mass customization

Airline Industry Nawal K. Taneja, 2016-06-23 Many business sectors have been and are being forced to compete with new competitors disrupters of some sort who have found new ways to create and deliver new value for customers often through the use of technology that is coupled with a new underlying production or business model and or a broad array of partners including in some cases customers themselves Think about the disruption created by Apple by the introduction of the iPod and iTunes and by Netflix within the entertainment sectors using partners within the ecosystem think of Uber that didn't build an app around the taxi business but rather built a mobility business around the app to improve customer experience Airline Industry considers whether the airline industry is poised for disruptive innovations from inside or outside of the industry Although airlines have a long history of continuous improvements and innovation few of their innovations can be classified as disruptive innovations The few disruptive innovations that did emerge were facilitated for example by new technology jet aircraft and government policy deregulation Now there are new forces in play customers who expect to

receive products that are more personalized and experience based throughout the entire journey new customer interfaces via social media advanced information systems and analytics financially powerful airlines based in emerging nations and the rise of unencumbered entrepreneurs who think differently as well as platform focused integrators *Social Media Commerce For Dummies* Marsha Collier,2012-11-08 Capture customers and sales with social media commerce Social media commerce is a booming industry By using social networks in the context of e commerce transactions brands large and small are making their products more available and more convenient for customers This one of a kind guide introduces you to social media commerce and explains how you can use social media to provide better customer service collect payments online and build your customer base Online marketing expert Marsha Collier helps you determine where you have the best opportunity to reach your market which sites you should integrate with and much more Your customers are communicating with each other via social media making purchasing opportunities available on social media sites adds convenience for your customer and opens up new sales opportunities This step by step guide explains social media commerce and shows what you can accomplish Helps you determine the sites where your business should have a presence Demonstrates how customers can help promote your brand as they recommend products and services to others on their social networks Author Marsha Collier is the undisputed expert on eBay and a recognized authority on social media marketing *Social Media Commerce For Dummies* helps you offer your customers better service while giving them the opportunity to share information about your product with their social media contacts **Exponential Organizations** Salim Ismail,Michael S. Malone,Yuri van Geest,2014-10-18 Frost Sullivan s 2014 Growth Innovation and Leadership Book of the Year EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business Ray Kurzweil Director of Engineering at Google In business performance is key In performance how you organize can be the key to growth In the past five years the business world has seen the birth of a new breed of company the Exponential Organization that has revolutionized how a company can accelerate its growth by using technology An ExO can eliminate the incremental linear way traditional companies get bigger leveraging assets like community big data algorithms and new technology into achieving performance benchmarks ten times better than its peers Three luminaries of the business world Salim Ismail Yuri van Geest and Mike Malone have researched this phenomenon and documented ten characteristics of Exponential Organizations Here in EXPONENTIAL ORGANIZATIONS they walk the reader through how any company from a startup to a multi national can become an ExO streamline its performance and grow to the next level EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations because he himself embodies the strategy structure culture processes and systems of this new breed of company John Hagel The Center for the Edge Chosen by Benjamin Netanyahu Prime Minister of Israel to be one of Bloomberg s Best Books of 2015 **Data for the People** Andreas Weigend,2017-01-31

A long time chief data scientist at Amazon shows how open data can make everyone not just corporations richer Every time we Google something Facebook someone Uber somewhere or even just turn on a light we create data that businesses collect and use to make decisions about us In many ways this has improved our lives yet we as individuals do not benefit from this wealth of data as much as we could Moreover whether it is a bank evaluating our credit worthiness an insurance company determining our risk level or a potential employer deciding whether we get a job it is likely that this data will be used against us rather than for us In Data for the People Andreas Weigend draws on his years as a consultant for commerce education healthcare travel and finance companies to outline how Big Data can work better for all of us As of today how much we benefit from Big Data depends on how closely the interests of big companies align with our own Too often outdated standards of control and privacy force us into unfair contracts with data companies but it doesn't have to be this way Weigend makes a powerful argument that we need to take control of how our data is used to actually make it work for us Only then can we the people get back more from Big Data than we give it Big Data is here to stay Now is the time to find out how we can be empowered by it

Ethical IT Innovation Sarah Spiekermann, 2015-11-18 Explaining how ubiquitous computing is rapidly changing our private and professional lives Ethical IT Innovation A Value Based System Design Approach stands at the intersection of computer science philosophy and management and integrates theories and frameworks from all three domains The book explores the latest thinking on computer ethics inc

The Innovator's Field Guide Peter Skarzynski, David Crosswhite, 2014-03-10 A step by step guide to successfully transforming any organization It is well recognized that succeeding at innovation is fundamental in today's hyper competitive global marketplace It is the only way to outperform current and emerging competitors sustainably But what we call innovation is messy and difficult and too often lacks the rigor and discipline of other management processes The Innovator's Field Guide Market Tested Methods and Frameworks to Help You Meet Your Innovation Challenges changes that It is a practical guide that moves beyond the why to the how of making innovation happen for leaders and practitioners inside organizations of all sizes Written by two pioneers in the field of embedding innovation in organization The Innovator's Field Guide focuses on the most pressing innovation problems and specific challenges innovation leaders will face and offers concrete solutions tools and methods to overcome them Each chapter describes a specific innovation challenge and details proven ways to address that challenge Includes practical ideas techniques and leading practices Describes common obstacles and offers practical solutions Any leader or professional who needs concrete solutions right now to the critical challenges of innovation will find invaluable aid in the practical easy to understand and market tested approaches of The Innovator's Field Guide

Handbook of Research on Scripting, Media Coverage, and Implementation of E-Learning Training in LMS Platforms Khaldi, Mohamed, 2023-02-20 Digital learning proves that the digital revolution has almost no limits in the world The extension of e learning to digital learning has completely changed training and learning habits In universities and companies and even at home anytime and anywhere innovative e

learning tools such as online videos e learning quizzes interactive games and digital learning courses can enhance knowledge exchange The Handbook of Research on Scripting Media Coverage and Implementation of E Learning Training in LMS Platforms considers the design and development of management systems learner profiles learning activities and e learning projects and discusses the design development and implementation in an LMS platform of e learning projects based on educational engineering models Covering key topics such as teaching practices distance learning and artificial intelligence this reference work is ideal for industry professionals administrators policymakers researchers academicians scholars instructors and students

The Identity Trade Nora A. Draper, 2019-02-19 The successes and failures of an industry that claims to protect and promote our online identities What does privacy mean in the digital era As technology increasingly blurs the boundary between public and private questions about who controls our data become harder and harder to answer Our every web view click and online purchase can be sold to anyone to store and use as they wish At the same time our online reputation has become an important part of our identity a form of cultural currency The Identity Trade examines the relationship between online visibility and privacy and the politics of identity and self presentation in the digital age In doing so Nora Draper looks at the revealing two decade history of efforts by the consumer privacy industry to give individuals control over their digital image through the sale of privacy protection and reputation management as a service Through in depth interviews with industry experts as well as analysis of media coverage promotional materials and government policies Draper examines how companies have turned the protection and promotion of digital information into a business Along the way she also provides insight into how these companies have responded to and shaped the ways we think about image and reputation in the digital age Tracking the successes and failures of companies claiming to control our digital ephemera Draper takes us inside an industry that has commodified strategies of information control This book is a discerning overview of the debate around who controls our data who buys and sells it and the consequences of treating privacy as a consumer good

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The Intention Economy When Customers Take Charge Introduction

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