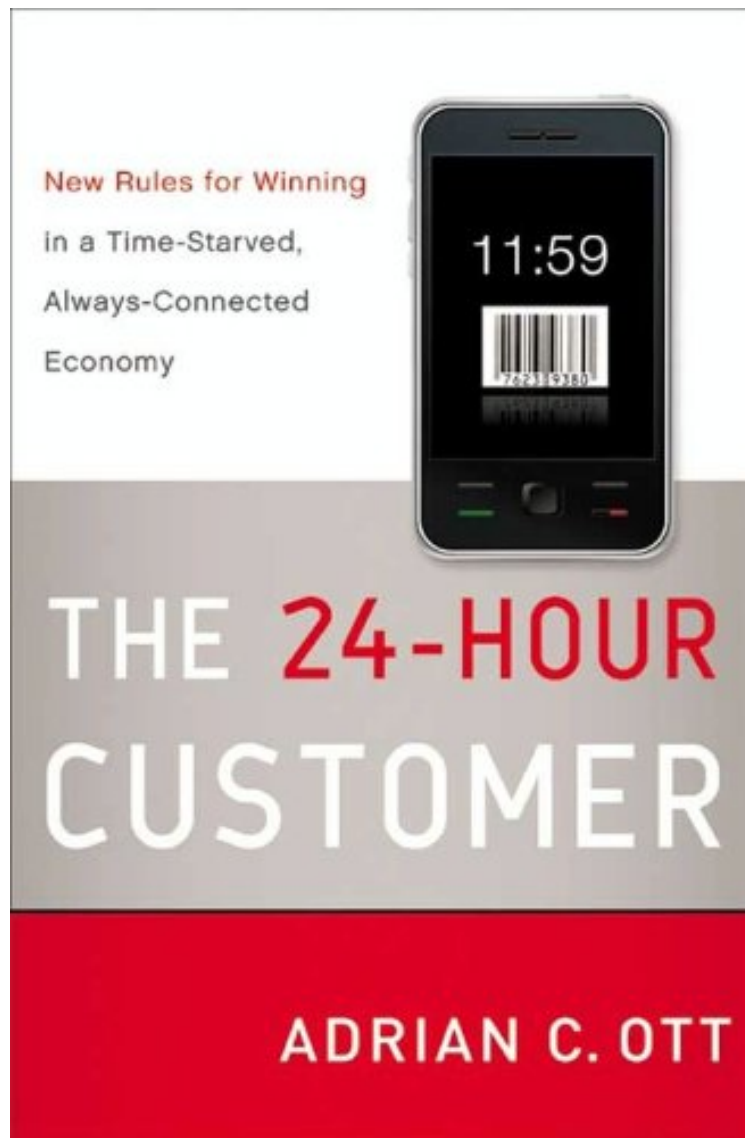


[Download] The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy

The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy

Adrian C. Ott

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Adrian C. Ott : The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy:

3 of 3 people found the following review helpful. A must-have book for any executive, consultant or marketer who needs to remain relevant and connected to customers By Sherry J. Prescott In today's society, a marketer's challenge is

to connect with a customer that is moving as fast as our technologies are. With customers being bombarded by constant information from digital technologies, it's evident that our customer is always connected with increasing amounts of competing information, making it that much harder to capture their attention. Adrian Ott, Silicon Valley's most sought-after and well respected strategist, has carefully examined the value of time in our customer's eye and offers her readers tools such as Time-Value Tradeoffs that can help companies to identify revenue opportunities and connect with customers better. Her book includes in-depth research from some of the most influential consumer and high-technology products and services in the world. Her incredibly detailed findings show us that time has become increasingly more valuable to customers and as a result, has shifted the way consumers continue to make decisions. This is a must-have book for any executive, consultant, business owner or marketer who who need to remain relevant to customers in today's fast-changing marketplaces. It's clear from reading this book that it's not a luxury to simply think about time as one of the core values of our customers. Instead, we as marketers will need to shift how we develop our products and services based on how our consumers value time in their incredibly busy individual lives.

Market This!: An Effective 90-Day Marketing Tool
0 of 0 people found the following review helpful. Definitely Worth the Time (pun intended...)
By Lisa Hamaker - Kaliday
Most readers of this review already recognize the need to focus on our customer and grow our business by understanding the value we provide them, rather than the "Ad Men" methods of old. But for the decades I have been in high-tech marketing, there has been this nagging question in the back of my mind - can I really be sure I am understanding all aspects of my relationship with my customers? And what it will take to get and keep them engaged for today and for the long haul?"The 24-Hour Customer" not only provides a useful framework for understanding the time-value aspect of our customer relationships, but because it is essential to every aspect of customer engagement, the framework is important to most aspects of marketing today, including innovation. Thanks Adrian! Your experience and tremendous research and insight will have a positive impact on my business and the business of my clients.

A few of the key take-aways are:- Methods to differentiate on customer time priorities by viewing customers through their situation, not just their tastes (could this be a key to Apple's success?)- The "Time-ographics Framework" as a method for organizing thought and process for better results, faster- Applying time-based segmentation to your offering can dramatically increase your marketing (and corporate) success
Most business people need to be conscious of the time spent on research and education - so need to be choosy about books purchased and the time to read them. Even if you have been applying these strategies for years - this book will help you take them to a higher level, definitely worth the time to read it.

1 of 1 people found the following review helpful.
Find market opportunities using time
By Kathy
The 24-Hour Customer provides groundbreaking approaches to uncover market opportunities by applying the concept of time. It provides unique frameworks and methodologies to help business executives integrate the busy, multi-tasking customer into product and services plans and capitalize on these opportunities. Executives, innovators, marketers, small businesses, and consultants will find the frameworks useful and practical. This book is for those who want big ideas to identify wide-open market opportunities and leave their competition behind. I consider this book a "Blue Ocean Strategy" for reaching today's time-pressed, always-connected customer.

Time is not money. Time is more important than money. Today's customers are overwhelmed, overworked, and overstressed, and it seems that everyone--from CEOs to soccer moms--is short on time and inundated with information. As a result, despite the availability of 24/7 commerce and countless ways of engaging people in our multiscreen (mobile, TV, and PC) economy, companies find it more difficult than ever to claim even a fraction of the 1,440 minutes in their customers' precious 24 hours. In *The 24-Hour Customer*, Adrian C. Ott, CEO of a successful Silicon Valley consultancy, argues that companies need to strategically harness the ebbs and flows of customer time and attention in order to win in today's competitive landscape. She explores the economics of time and attention, including why customers will devote hours addicted to social networks, yet will say "I have no time!" to other offerings. Based on extensive research and real-world results with market-leading companies, this book provides tools, such as Time-Value Tradeoffs and Time-ographics, that pinpoint opportunities to increase revenue and gain market traction. Filled with fascinating case studies from companies like Johnson Johnson, Amazon, and iPhone app start-ups, *The 24-Hour Customer* offers fresh ideas for capitalizing on the elements of time, attention, and value to innovate never-before-considered products, services, and programs for today's Uuml;ber-connected, multitasking customer. Readers will discover how:

- Time-Slicing: How breaking a product into smaller time segments opens up new markets of customers; that were too busy to consume; the offering; in the past. Examples: Twitter (microblogging); Digital Chocolate (mobile phone games that 'Seize the Minute').
- Time-Magnets: Why more time is more money. How to tap into triggers that extend the amount of time that customers spend with; your business.
- Time on Autopilot: ; How PG leverages inattention by enabling habit-formation for some of its most successful brands.
- Time-Shifting: Why giving customers control of their time increases sales.

This book shares the latest strategic weapons for achieving market leadership and will change the way executives think about their businesses and their customers.

From Publishers Weekly Remember the old adage "time is money"? It's outdated, argues Ott, a consultancy firm CEO; time is now much more important than money to consumers. It is also a consistently overlooked and misunderstood factor driving buying decisions, and companies that build their products or services around the customer's willingness to invest precious time and attention are gaining competitive traction in markets where their competitors, who approach the new dynamic by simply getting more strident in their marketing, are increasingly slipping. Ott offers specific advice and "Two Minute Takeaways" at the conclusion of each chapter to address the all-important "Time-Value Tradeoff." She illustrates her points with case studies of companies that have gotten it right, such as Symantec, Netflix, , and FreshDirect. Ott's accessible tone and systematic strategies will be an eye-opener for companies wishing to drive through the constant marketing chatter and reach their increasingly harried customers. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Library Journal Marketing is often defined with the four Ps: product, promotion, place, and pricing. Ott (CEO founder, Exponential Edge, Inc.) is revolutionizing marketing by adding the concept of time. Dimensions of time, especially its alternative uses, are major factors in consumers' decisions. She here shows business professionals how to integrate the different components of time in consumers' lifestyles into marketing strategies, especially to gain competitive advantage, build brand loyalty, and offer successful brand extensions. Ott respects readers' time by offering "Two-Minute Takeaways," or chapter summaries, and by including several sidebars in gray-shaded boxes that contain tables and charts illuminating important points. She presents many company case studies, discussing the ways Fresh Direct and Symantec gained success by recognizing the importance of time. VERDICT Ott's eye-opening arguments will appeal to business readers who want their companies to remain viable in ever-changing and evolving marketplaces. Perhaps the only business constant is that consumers have time preferences. Recommended. -Caroline Geck, Newark Public Schs., NJ Copyright 2010 Reed Business Information. "To many consumers, time is more important than money. Today's managers need to factor this key concept into their marketing programs. Adrian Ott provides the battle plan for doing so."