

The Network Is Your Customer: Five Strategies to Thrive in a Digital Age

David L. Rogers

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David L. Rogers : The Network Is Your Customer: Five Strategies to Thrive in a Digital Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Network Is Your Customer: Five Strategies to Thrive in a Digital Age:

0 of 0 people found the following review helpful. Excellent, practical guide; applicable to any businessBy Eric JensenWhen I first picked up this book by David Rogers, (a proshy;fesshy;sor at Columshy;bia Busishy;ness School), I thought it was yet another introschy;ducshy;tion to social comshy;mushy;nishy;cashy;tion techshy;noloshy;gies for wary corshy;poshy;rate manshy;agers. Boy, was I wrong!WHAT'S DIFFERENT...Rather than orgashy;nizshy;ing the book around the use of speshy;cific social comshy;mushy;nishy;cashy;tion tools or an examshy;ishy;nashy;tion of the genshy;eral theshy;ory of disshy;rupshy;tive social techshy;noloshy;gies, Rogers builds his book around the behavshy;iors and needs of cusschy;tomer netshy;works. The title is quite apt.The writshy;ing is accesshy;sisshy;ble and the book is very well orgashy;nized and designed to be pracshy;tishy;cal. The first two chapshy;ters explain the dynamshy;ics of cusschy;tomer netshy;works and social comshy;mushy;nishy;cashy;tion techshy;noloshy;gies. Each of the 5 behavshy;iors he idenshy;tishy;fies are examshy;ined in their own chapshy;ters and mulshy;tishy;ple strateshy;gies are preshy;sented. Next, Rogers dedshy;ishy;cates a chapshy;ter to a speshy;cific planshy;ning and impleshy;menshy;tashy;tion process that will help busishy;nesses apply these ideas to their speshy;cific sitshy;ushy;ashy;tions. He then asks the quesshy;tions, "What will the orgashy;nishy;zashy;tion of the future look like?"and "How do we creshy;ate an orgashy;nishy;zashy;tion that is not just customer-focused, but customer-network

focused?" Finally, he systematically reviews each of the strategies in the book, by asking a series of questions in a 'Self-Assessment Quiz'. Inquiry is a powerful technique for self-reflection, presenting the ideas presented here. There are well over 100 case studies spread throughout the book. Companies are listed in an Appendix, sorted by industry. Each case study specifically illustrates the strategy. Rogers is describing. This is an effective approach that makes it very easy to 'try on' techniques with your organization. As I was reading the book I found myself taking these case studies and translating them for my clients. THE BIG IDEAS Rogers suggests 5 Strategies that any business can use to create new value by harnessing the power of customer networks: ACCESS -- be faster, easier, everywhere, and always on; ENGAGE -- become a trusted source of great content; CUSTOMIZE -- make everything you offer adaptable to your customer's needs; CONNECT -- become part of your customer's conversations; COLLABORATE -- involve your customers at every stage of your enterprise. There is a lot here; much more than an explanation of digital technology. Rogers provides a road map, demonstrating techniques that will tap the power of customer networks, regardless of your industry or the size of your company. Recommended! 10 of 10 people found the following review helpful. Great Book! By Saximo This book has me rethinking marketing as a network process as opposed to a single entity based process. The five step sequential strategy paradigm is intriguing. Good read too. 10 of 10 people found the following review helpful. The future of Marketing is Now! By Austin Patneau Excellent background for organizations to re-invent their marketing efforts toward customer networks. Good case studies on how to implement each of the 5 key strategies.

"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it." -- Jeff Jarvis, author of What Would Google Do "This is the stuff that every business and nonprofit needs to embrace if they're going to succeed in a changing world." -- Vivian Schiller, CEO of NPR With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age. Marketing expert David Rogers examines how digital technologies -- from smartphones to social networks -- connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies -- strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: type=disc ; be faster, be easier, be everywhere, be always on ; become a source of valued content CUSTOMIZE -- make your offering adaptable to your customer's needs; CONNECT -- become a part of your customers' conversations; COLLABORATE -- involve your customers at every stage of your enterprise Rogers explains these five strategies with over 100 cases from every type and size of business -- from shoes to news, and software to healthcare. In The Network Is Your Customer he shows: UL type=disc How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories.; The book outlines a process for planning and implementing a customer network strategy to match your customers, your business, and your objectives -- whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough products and services. Because today, whatever your goals and whatever your business, the network is your customer.

"Level-headed advice for companies contemplating a leap into the digital arena." -- Kirkus