



Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things

David Norton

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things

David Norton

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things David Norton

We are in the midst of yet another shift in business models because of digital. This time the force for change is not mobility; it's data and the Internet of Things. The more devices that connect to each other, the more digital creates a personal ecosystem, called Digital Context. Digital Context is as distinct a shift in business strategy from omni-channel as omni-channel was from the first multi-channel business models. Companies need strategies grounded in consumer behavior to guide the development of business models, brand experiences, and customer journey work. Based on two years of in-depth research on consumers, Digital Context 2.0, provides seven lessons on how to prepare your business for the next wave of technologies—and make your customers happier.

Lesson 1: A Watch is not a Watch A watch is not a watch. An IoT-enabled razor is not a razor. An IoT-enabled hearing aid is not a hearing aid. They can each do the basic functionality that the name implies but they do much more and will be hired by consumers to do more than what the name of the item suggests. The consumer hires the tool to do much more than what you originally intended the product to do. The more tools that connect to each other the more each tool becomes a part of an ecosystem that supports other activities. That ecosystem will change your business model.

Lesson 2: Over Time All Channels Become Queues Critical to every business model are the marketing, transactional, and customer service channels that ensure that you can share your offerings with your customers. We have progressed from a world of single channels, to multi-channels, to omni-channels, and now to Digital Context. Along the way the channel has become smart and when channels become smart they queue things.

Lesson 3: Consumers Get that Context Requires Data Despite the constant hacks and security breaches, most consumers share their data with companies freely if they understand and agree to the purpose for sharing the data. The Internet of Things and Digital Context depend upon the free flow of data between things. Lesson three explains why consumers share data, who the Context Comfortables are, and why they are important to every company's business strategy.

Lesson 4: Design Your Value Proposition to Target a Consumer Mode Increasingly, if companies are to be relevant and differentiated to their customers, they will need to understand modes. Modes are ways of thinking and behaving that consumers 'get into' that helps them get things done. By targeting a mode for your value proposition, you are effectively aligning your goods, services, or experiences with the way that consumers go about doing what they want to do.

Lesson 5: Data + Content Creates the Package Companies that are focused on creating content for distribution should turn their attention to focusing on ways to create the Package. Smart Media companies need to find ways to increase the amount of data that travels with the content they produce. In Digital Context, consumers will want their content to be informed by different data types. Companies are used to very basic data being embedded in or attached to content. However, context-aware content requires that companies find ways to share data about much more.

Lesson 6: Don't Focus on Loyalty; Focus on Positive Engagement The promise of Digital Context cannot just be to speed things up. Context must improve the wellbeing of people. Research in positive psychology can help companies think about delivering happiness to consumers. Digital Context should tap into that body of research. This lesson explores why a loyalty mindset is wrong for Digital Context and why a positive engagement mindset is what companies need to go after.

Lesson 7: Doing Digital Strategy: A Case Study Using a fictional example based on P&G's Swiffer product, David W. Norton, Ph.D. shows how to bring the other six lessons together into strategic activities that guide business decision-making.

 [Download Digital Context 2.0: Seven Lessons in Business Strategy ...pdf](#)

 [Read Online Digital Context 2.0: Seven Lessons in Business Strate ...pdf](#)

Download and Read Free Online Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things David Norton

Download and Read Free Online Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things David Norton

From reader reviews:

Eden Davis:

Have you spare time for the day? What do you do when you have far more or little spare time? That's why, you can choose the suitable activity with regard to spend your time. Any person spent all their spare time to take a go walking, shopping, or went to the particular Mall. How about open as well as read a book called Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things? Maybe it is to become best activity for you. You already know beside you can spend your time using your favorite's book, you can cleverer than before. Do you agree with it is opinion or you have various other opinion?

Jason Villalobos:

What do you in relation to book? It is not important with you? Or just adding material when you want something to explain what the ones you have problem? How about your time? Or are you busy man or woman? If you don't have spare time to complete others business, it is give you a sense of feeling bored faster. And you have spare time? What did you do? Everybody has many questions above. They must answer that question since just their can do in which. It said that about publication. Book is familiar on every person. Yes, it is suitable. Because start from on guardería until university need this Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things to read.

Edward Suniga:

Are you kind of active person, only have 10 or perhaps 15 minute in your time to upgrading your mind ability or thinking skill even analytical thinking? Then you are having problem with the book in comparison with can satisfy your short period of time to read it because all of this time you only find reserve that need more time to be go through. Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things can be your answer mainly because it can be read by anyone who have those short time problems.

Rachel Wessels:

This Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things is new way for you who has fascination to look for some information given it relief your hunger info. Getting deeper you onto it getting knowledge more you know or else you who still having little bit of digest in reading this Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things can be the light food for you personally because the information inside this particular book is easy to get simply by anyone. These books produce itself in the form which can be reachable by anyone, yes I mean in the e-book application form. People who think that in publication form make them feel sleepy even dizzy this reserve is the answer. So there is not any in reading a reserve especially this one. You can find actually looking for. It should be here for you. So , don't miss the item! Just read this e-book type for

your better life and also knowledge.

**Download and Read Online Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things
David Norton #G5BMRA71FD2**

Read Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton for online ebook

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton books to read online.

Online Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton ebook PDF download

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton Doc

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton Mobipocket

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton EPub

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton Ebook online

Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things by David Norton Ebook PDF