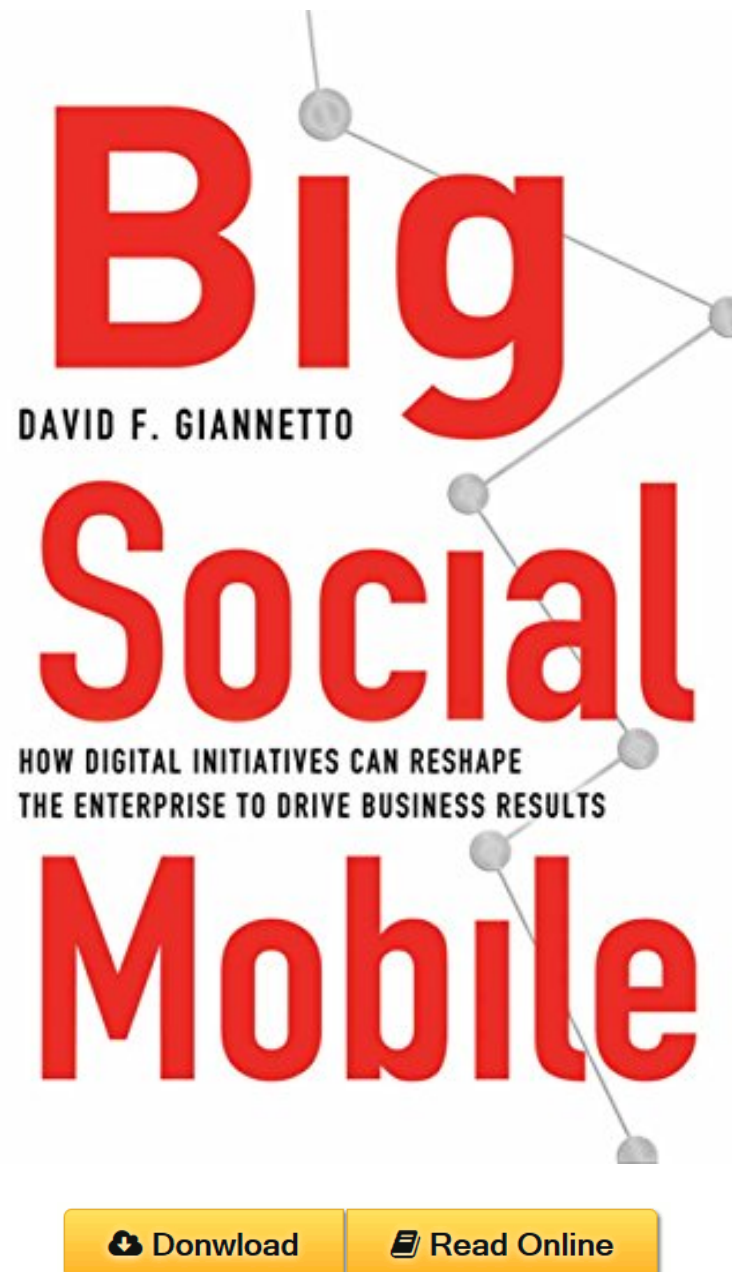


Big Social Mobile: How Digital Initiatives Can Reshape the Enterprise and Drive Business Results

D. Giannetto

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into Actionable Micro Topical InsightsBy Stephen ScarrI have read many data social books and this one is fabulous. David Giannetto has demonstrated his capacity to educate the reader in a direct,educational yet engaging and fresh way about the importance of understanding the immense value from micro segmenting and micro targeting your customers and prospects. If properly categorized into actionable and deep insight the author recognizes the incredible holistic insights that can be garnered from social and mobile data. The book guides us thorough various and unique perspectives on how segmentation empowers the Brand to understand their clients and their dynamic passions and interest across across their increasing number of subject verticals. The book reminds us that a digital audience is an identifiable audience where, given the right tools,data can be leveraged to deliver the consumer an effective and exciting Brand journey.2 of 2 people found the following review helpful. Incisive analysis of the huge potential of integrating Big Data, Social Media, and Mobile Technology for businessBy emsweckThis book helped me conceptualize the importance and power of integrating mobile and social data into the decision making process for businesses today. Mr. Giannetto skillfully bolsters and supports his work with incisive research on the internet and social media- and their impact on both the consumer and business. His use of real world examples, including Dunkin Donuts, Starbucks, and Fuji (Fuji is not specifically named in the book) brings the conceptual to real life. This is a must-read for anyone who is serious about using data culled from social media and mobile technology to competitive advantage.3 of 3 people found the following review helpful. A Realistic Picture of Modern Marketing - and what to do about it!By A. J. CattsUnlike every other marketing technology book I've ever read.Typically, the books are filled with untold pointless analogies and pie-in-the-sky statistics. 10 things you must.do.now! to revive your brand, make a big splash on social media, cut spend, increase ROI, whatever buzzwords are needed to make you buy the book.David Giannetto's Big Social Mobile is all about realism. What are marketers actually facing in today's connected world? What are the dirty, nitty-gritty details that keep them awake at night, the challenges of dealing with an over-connected, expectant, entitled smartphone culture, and how do they handle that?But there's good news. A light at the end of the tunnel, so to speak. Because David addresses the buzzwords (actually, he named a book after them) - and directly gets into the details of how companies can be successful in engaging customers, through personal, relational marketing, using big data, social networks, and mobile technology. If you're a digital marketing professional, a marketing professional, or anyone who is interested in how these technologies are going to affect your life, pick up a copy of Big Social Mobile. You won't regret it.

Big Social Mobile shows that big data, along with social and mobile media, can improve enterprise performance significantly, but only when implemented in a holistic fashion. This book offers an integrative process that has helped a wide range of businesses enhance what has traditionally made them unique, resulting in transformative results.

"Big Social Mobile is a valuable guide for learning to think critically and holistically about how marketing, public relations, and social interactions can go well beyond their traditional roles. This is necessary reading for succeeding in today's ever-more integrated world." - Ken Wincko, SVP of Marketing, PR Newswire "Big Social Mobile is a must-read for everyone from small business managers to corporate executives-read it and learn how to use big data, social media, and mobile technology to become customer-centric and adopt predictive marketing or you will be left behind." - Omer Artun, CEO, AgilOne "Big Social Mobile reveals Giannetto's unique and comprehensive view of how technology influences and enables behaviors. It's a view seldom contemplated by other authors and practitioners." - Scott McNulty, Founder, IOEngine and BIOPTid "Big Social Mobile serves as an invaluable guide to a key aspect of any corporate strategy: engaging with, understanding, and responding to customers using modern tools." - Mark Russinovich, CTO, Microsoft Azure "Big Mobile Social is a game-changing blueprint providing decision-makers with a well-thought-out guide to how to win in today's data-driven world. This book takes these topics beyond marketing and is for anyone in business who wants to remain competitive." - Byron Mignanelli, CEO, Global Strategic Management InstituteAbout the AuthorDavid F. Giannetto helps organizations understand and utilize information to improve performance. He is Senior Vice-President of Professional Services and Marketing at Salient Management Company. Formerly CEO of The Telos Group and Practice Manager for J.H. Cohn, LLP, Giannetto has worked with clients such as FujiFilm, BlueCross BlueShield, American Express, JPMorgan, Coca Cola, Pepsi, Roche Pharmaceuticals, Scholastic books, and more. He is the author of The Performance Power Grid (Wiley, 2006), a writer for the Huffington Post and the AMA, and a former professor of organizational behavior in Rutgers University's Executive MBA program. Learn more about becoming big, social, and mobile at: www.bigsocialmobile.com