



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

David Norton

Download now

[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 Str ...pdf](#)

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

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:

Crystal Dewitt:

Book will be written, printed, or highlighted for everything. You can recognize everything you want by a guide. Book has a different type. As it is known to us that book is important factor to bring us around the world. Adjacent to that you can your reading talent was fluently. A guide Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things will make you to always be smarter. You can feel more confidence if you can know about every thing. But some of you think this open or reading a new book make you bored. It is not necessarily make you fun. Why they are often thought like that? Have you in search of best book or suited book with you?

Tracy Laflamme:

Spent a free time to be fun activity to do! A lot of people spent their sparetime with their family, or all their friends. Usually they undertaking activity like watching television, planning to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Can be reading a book might be option to fill your free of charge time/ holiday. The first thing that you'll ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the guide untitled Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things can be good book to read. May be it is usually best activity to you.

Denise Kerrigan:

A lot of people always spent all their free time to vacation or perhaps go to the outside with them family members or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. In order to try to find a new activity that's look different you can read the book. It is really fun for yourself. If you enjoy the book you read you can spent all day long to reading a publication. The book Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things it is rather good to read. There are a lot of people who recommended this book. They were enjoying reading this book. When you did not have enough space to develop this book you can buy typically the e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book provides high quality.

Ashley Robinette:

On this era which is the greater man or who has ability in doing something more are more special than other. Do you want to become among it? It is just simple way to have that. What you are related is just spending your time little but quite enough to enjoy a look at some books. One of the books in the top record in your reading list is definitely Digital Context 2.0: Seven Lessons in Business Strategy, Consumer Behavior, and the Internet of Things. This book and that is qualified as The Hungry Hillside can get you closer in growing to be precious person. By looking up and review this reserve you can get many advantages.

**Download and Read Online Digital Context 2.0: Seven Lessons in
Business Strategy, Consumer Behavior, and the Internet of Things
David Norton #SAJEXDV27QT**

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