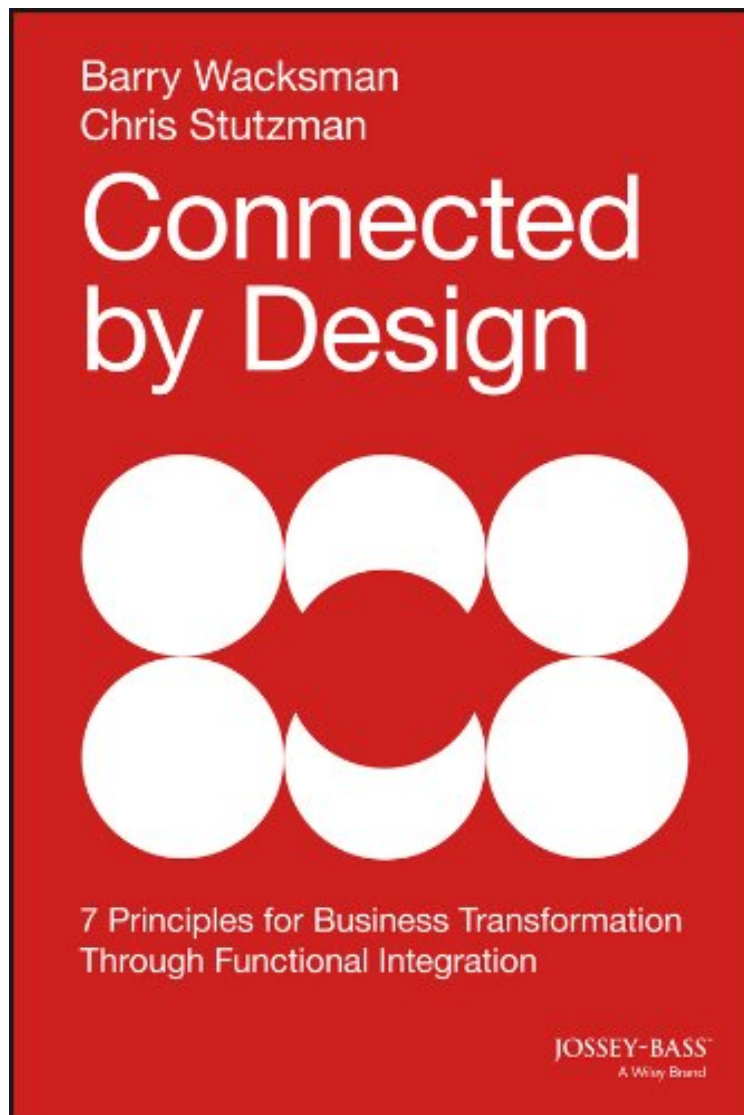


(Download pdf ebook) Connected by Design: Seven Principles for Business Transformation Through Functional Integration

Connected by Design: Seven Principles for Business Transformation Through Functional Integration

Barry Wacksman, Chris Stutzman
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Barry Wacksman, Chris Stutzman : Connected by Design: Seven Principles for Business Transformation Through Functional Integration before purchasing it in order to gauge whether or not it would be worth my time, and all praised Connected by Design: Seven Principles for Business Transformation Through Functional Integration:

0 of 0 people found the following review helpful. Functional integration ... makes a lot of sense! By Brad Revell I work in an organisation that reverses user centered design driving the end result of consumer grade applications. This thought

process has manifested in the rapid acceleration of application development in the realm of disruption given organisations feel the need to be agile and to get products to the market as soon as possible. Connected by Design centres around the concept of functional integration in that you built your solutions and capabilities in order to be functionally integrated. Using Apple as a case study in how they have taken an iPod and functionally integrated that capability into a iPhone, App Store, iCloud etc. Essentially organisations need to leverage functional integration to increase adoption, user experience and ultimately to maintain customer stickiness. This book provides countless examples of how this integration has taken place and how best to approach this in your organisation. Very interesting read!

Three key takeaways from the book:

1. There are ten leading contexts in being able to leverage functional integration: information, transaction, participation, conversation, application, location, diversion, aggregation/distribution, visualisation, gamification and interruption
2. The never ending challenge of functional integration is looking for new value/synergies. The best way is to master digital contexts in this era.
3. The key KPI for functionality integration ecosystems are usage and the frequency of usage

5 of 6 people found the following review helpful. drowned in jargon

By CustomerI downloaded this book because i thought there'd be more groundbreaking thinking. instead, the authors seem to package up known methods while simply giving it a new name and using an abundance of industry jargon - chapter 3 title as case in point: "The Ecosystem of Value, Principle Three: Synergy captures customers". Even the way they weave public quotes with their own words, makes it seem like these big companies are using their method, when in reality, Steve Jobs never heard the term 'functional integration'. they brush over the real world business implications and challenges of expanding beyond a company's core competency. sometimes companies shouldn't offer "interconnected ecosystems" - just stick to what you're good at. crazy, I know. I'd argue many of the examples are flawed. who is actually using google wallet? or what about the google motorola acquisition being a public blackeye. isn't nike dropping fuelband because it didn't sell? should we talk about 's Fire phone debacle? flavorprint is still in beta and untested, according to them. One wonders why the only examples cited are large companies with billions in the bank. what about SMB? Unfortunately, lots missing here in my opinion.

0 of 0 people found the following review helpful. Five Stars

By Duncan Definitely one of the most important books that has influenced my thinking over the last year.

In a world of fierce global competition and rapid technological change, traditional strategies for gaining market share and achieving efficiencies no longer yield the returns they once did. How can companies drive consumer preference and secure sustainable growth in this digital, social, and mobile age? The answer is through functional integration. Some of the world's most highly valued companies—including Amazon, Apple and Google—have harnessed this new business model to build highly interactive ecosystems of interrelated products and digital services, gaining new levels of customer engagement. Functional integration offers forward-looking brands a unique competitive edge by using transformative digital technologies to deliver high-value customer experiences, generate repeat business, and unlock lucrative new business-to-business revenue streams. Connected By Design is the first book to show business leaders and marketers exactly how to use functional integration to achieve transformative growth within any type of company. Based on R/GA's pioneering work with firms at the forefront of functional integration, Barry Wacksman and Chris Stutzman identify seven principles companies must follow in order to create and deliver new value for customers and capture new revenues. Connected By Design explains how functional integration drove the transformation of market-leading companies as diverse as Nike, General Motors, McCormick Co., and Activision to establish authentic brand relationships with their customers, enter new categories, and develop new sources of income. With Connected by Design, any company can leverage technological disruption to redefine its mission and foster greater brand loyalty and engagement.

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