

## Technology As A Service Playbook: How To Grow A Profitable Subscription Business

This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In Smart Business, Social Business, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and sustainable. Michael Brito systematically identifies the internal culture, process and technology obstacles to long-term success with social media, and offer best practice solutions. He discusses a wide spectrum of issues, offering actionable intelligence and helping decision-makers build strategies and plans that deliver value. Topics addressed include change management, organizational models and dynamics, internal communications, collaboration, governance, metrics, training, employee activation, policies, technology integration, workflows, social CRM, and much more. Drawing on his own experience working for Silicon Valley companies, HP, Yahoo! and Intel, Brito presents dozens of examples and case studies. Using this book, companies can begin to transform their organizations from just a "social brand" to a fully collaborative and dynamic "social business."

If you're a tech company, the most dramatic effect of megatrends like cloud computing, managed services, and the rise of consumer technology won't be felt in your company's product line. The true disruption will be to your business model. Future customers won't want to pay you high prices out of big "CapEx" budgets anymore. They will expect lower "cloud" prices paid from "OpEx" budgets only when and if they successfully consume the business value of your products. How your company reacts to this risk shift could either accelerate the commoditization of your products or lead you to a new stage of profitable growth. For the first time, the tools are on the table to truly eliminate barriers of cost and complexity created by the last generation of tech. Consumption Economics is the owner's manual for tech company executives who want to drive their company successfully into the next one.

Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retrofitting organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape. Five Building Blocks of Digital Business Success Shared Customer Insights

Operational Backbone Digital Platform Accountability Framework External Developer Platform

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now—in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment.

Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In Human + Machine, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization—whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly—or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. Human + Machine provides the missing and much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

Active Operations Management

How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business

Proven Strategies for Transforming Your Organization with the Cloud

Digital to the Core

How Established Companies Sustain Competitive Advantage From Now to Next

Rethink Your Business for the Digital Age

The Technology Takers

The Radical Innovation Playbook

*Bridging the Services Chasm provides a comprehensive framework companies can use to make critical service strategy decisions that have rapidly become the difference between product success and market failure. Based on the analysis of technology providers, this book leverages a combination of public record, unique survey data, and direct interaction to clearly define the critical role services is now playing in the success of product companies. In 1991, Geoffrey Moore published Crossing the Chasm. This seminal work framed and defined the specific challenges that companies face as they attempt to drive new product offerings to market. Since then, a new set of strategy challenges for product-centric companies has become evident. And there is a new chasm that companies must decide how to cross: The Services Chasm. Bridging the Services Chasm frames the services strategy decisions product companies can no longer afford to defer and provides a clear path for action.*

*"Ed has taken thirty years of battle-hardened experience running managed services businesses as a systems integrator, communications provider, equipment manufacturer, offshore provider and an independent start-up and put it in a highly readable, yet incredibly detailed and indispensable book." Bob Boles CEO, Hostway Corporation "The Managed Services Playbook is the blueprint for building and running a successful managed services business. The explosion in managed services at Avaya was fueled by many of the strategies and plans Ed has outlined in this book." Mike Runda President, Avaya Client Services "Successfully running a managed services business is a difficult task with many nuances which make it very different from other IT services. Ed has unlocked these secrets which have eluded so many businesses. The advice in The Managed Services Playbook is priceless." Chris Formant President, Verizon Enterprise Solutions "Ed's proven ability to build high growth, high profit managed services businesses has made him one of the top managed services executive in the industry. The Managed Services Playbook details the keys to success for all those involved in managed and cloud businesses and can be mapped to proven, measurable results." George Humphrey Senior Director, Research and Advisory - Managed Services, Technology Services Industry Association (TSIA) "As IT vendors of all shapes and sizes rush to move their businesses to the cloud and managed services, The Managed Services Playbook should be required reading for anyone involved in those businesses." Dave D'Aprano Group Executive - IT Outsourcing, Dimension Data*

*In The Automatic Customer, John Warrillow provides the essential blueprint for turning your customers into subscribers The lifeblood of your business is repeat customers. But customers can be fickle, markets shift and competitors are ruthless. So how do you ensure a steady flow of business? The secret - no matter what industry you're in - is finding and keeping automatic customers. These days virtually anything you need can come through a subscription. Far beyond Spotify and Netflix, companies in nearly any industry, from home contractors to florists, can build subscriptions into their business. Subscription is the key to increasing cash flow, igniting growth and boosting the value of your company. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 per cent of sales growth, The Automatic Customer will be your secret weapon. 'Read, apply and watch your bank deposits grow every month' Chris Guillebeau, bestselling author of The \$100 Startup 'If you have a business, or are thinking about starting one, this book will be the best investment you've ever made' Bo Burlingham, editor-at-large of Inc. and author of Small Giants and Finish Big John Warrillow, the author of Built to Sell, is the founder of The Value Builder System™ where advisors help company owners increase the value of their business. Previously, he founded Warrillow & Co., a subscription-based research business dedicated to helping Fortune 500 companies market to small business owners. A sought-after speaker and popular Inc.com columnist, he lives in Toronto.*

*Most customers struggle to keep up, and usually settle for far less value than they could (and should) get from their purchases. A new business model for the tech industry is needed one that requires radically different thinking about the future of services, sales, R&D priorities, and how companies create shareholder value. This new way of doing business views the use of the product as the beginning of a journey with a customer, not the end. The growing consumption gap caused by the avalanche of complexity that these companies have unleashed on their customers is undermining feature-based differentiation as a competitive advantage. Results-based differentiation actually measured by customers may be the next Big Thing in tech. Complexity Avalanche offers technology companies a roadmap for moving to this next level of services. This is not a book strictly for service executives, but for every executive whose company builds, sells, or supports technology."*

*The playbook for service operations in the agile age*

*How Banks, FinTechs, and Customers Win Together*

*Build It*

*Digital Customer Service*

*A Guide to Strategic Cost Cutting, Restructuring, and Renewal*

*The Complete Guide to Software As a Service*

*The Managed Services Playbook*

*Turning Technology Into Business Transformation*

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pure-play cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the as-a-service model to put your company on a path to profitable growth. This cloud-driven journey will affect every part of the organization. How offers are designed, built, marketed, sold, and serviced will all need to change. And these transformations are not limited to OEMs they will also directly impact the vast network of channel partners. After all, it s not just about building recurring revenue, it s about building PROFITABLE recurring revenue. Technology-as-a-Service Playbook is the road map to the next-generation tech business model."

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pureplay cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the "as-a-service" model to put your company on a path to profitable growth.

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

Today's consumers prefer the advantages of access over the hassles of ownership. It's not just internet services like Netflix and Spotify; even industrial firms like GE and Caterpillar are reinventing themselves as solutions providers. Whether you sell software, clothes, insurance, or industrial machines, you need to master the transition to the subscription model. Adapting to the subscription economy takes more than just deciding to sell subscriptions instead of products. You'll have to reinvent your company from the inside out -- from your accounting to your entire IT architecture. No matter how large or small your company, Subscribed gives you a practical, step-by-step framework to rebuild your business around a customer-centric, recurring revenue model. In ten years, we'll be subscribing to everything: information technology, transportation, retail, healthcare, even housing. Informed by insights straight from the servers of Zuora, the world's largest subscription finance platform, Subscribed is the book that explains how this shift really works -- and how business leaders can prepare and prosper.

Exponential

How Great Leaders Transform Their Organizations and Shape the Future

How to Architect Your Business for Sustained Success

Overcoming the Threat to Technology Adoption

Human + Machine

Leading Change in the Digital Era

Building Professional Services

A Practical Guide for Harnessing New, Novel or Game-Changing Breakthroughs

"This book offers insightful and practical advice and strategies to help IT leaders maximize the impact of IT on their business. While the technologies constantly change at a dramatic pace, the practices described in this book are timeless and can help transform IT department from a mere order taker to a high performance organization that delivers extraordinary business outcomes, despite this era of turbulent economic challenges. The author shares a framework that he has developed over his 25 year career that includes practical strategies and tactics to help IT leaders truly transform their organizations. The framework involves seven steps: (1) partner, (2) innovate, (3) deliver, (4) support, (5) optimize, (6) protect, and (7) grow. Interviews with CIOs and technology leaders from companies such as HBO, Hyatt, and Conair will be used to help support the framework"--

Coverage includes: chartering, organizing, and establishing metrics for professional services; addressing the unique challenges faced by professional services in traditional product companies; and managing a professional services business at every stage of its lifecycle.

Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of The Startup Playbook SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of Venture Deals. We still give our personal, how-to guide for building your startup from the ground up. You ' ll find a collection of the major lessons and shortcuts we ' ve learned that will shift the odds in your favor. We ' re sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We ' re on your side, the founder ' s side. While venture capitalists, investors, and accelerators/incubators can add great value in the startup ecosystem, this book isn ' t about their points of view. We ' ll tell you where our interests as founders diverge from those on the other side of the table—investors, bankers, advisors, board members, and others—and what to do when that happens. The Startup Playbook is not a recipe, it ' s not a template, it ' s not a list of tasks to do. It ' s our insider ' s guide to starting a company and running it successfully in those critical early months. Between us, we ' ve started over a dozen high-tech software companies and raised over \$500 million in investment capital. We ' ve acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We ' ve also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We ' ve had plenty of failures, too. And we ' ve probably learned more from those than from the successes. We share those lessons as well. The Startup Playbook is full of our advice, guidance, do ' s, and don ' ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to achieve. This book is extraordinarily fresh and exciting. In an accessible, straight talk fashion, this book is a manual, and an inspiration. The Startup Playbook is smart and avoids the "I am so smart" over-writing endemic to the genre. Read this as it is presented. You'll be doing yourself a tremendous favor. - Amazon Reviewer

"Leading Digital makes the provocative argument that the next imminent phase of digital technology adoption - driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices - will make everything that's happened so far look like a prelude. The authors, a trio of highly regarded thought leaders on corporate digital transformation, say changes in the digital realm so far have focused on high tech and media companies - but there's still a whopping 94% of the business economy that needs to change. This book will show them how. George Westerman of MIT, Didier Bonnet of Capgemini Consulting, and Andrew McAfee, also at MIT, say there is opportunity for these businesses to learn from those that have already mastered the digital landscape. Based on a study of more than 400 large, mainstream firms in every industry around the globe, the authors usefully break down how these organizations have used their own digital transformation to gain strategic, competitive advantage. Readers will learn how these digital leaders have transformed their businesses through smart and rigorous digital investments, and through smart and effective leadership of the change. Leading Digital offers practical, real-life tested frameworks that can be instantly applied. Case studies include Nike, Caesars, Burberry, Asian Paints, Pages Jaunes, Codelco, and more"--

The Cold Start Problem

The CIO Playbook

Subscribed

Remastering Leadership for Your Industry, Your Enterprise, and Yourself

How Accelerating Technology Is Leaving Us Behind and What to Do About It

Using Network Effects to Scale Your Product

The Sirens' Song

***Harness "Code Halos" to gain competitive advantage in the digital era Amazon beating Borders, Netflix beating Blockbuster, Apple beating Kodak, and the rise of companies like Google, LinkedIn, and Pandora are not isolated or random events. Today's outliers in revenue growth and value creation are winning with a new set of rules. They are dominating by managing the information that surrounds people, organizations, processes, and products—what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos. This is far beyond “Big Data” and analytics. Code Halos spark new commercial models that can dramatically flip market dominance from industry stalwarts to challengers. In this new book, the authors show leaders how digital innovators and traditional companies can build Code Halo solutions to drive success. The book: Examines the explosion of digital information that now surrounds us and describes the profound impact this is having on individuals, corporations, and societies; Shows how the Crossroads Model can help anticipate and navigate this market shift; Provides examples of traditional firms already harnessing the power of Code Halos including GE's "Brilliant Machines," Disney's theme park "Magic Band," and Allstate's mobile devices and analytics that transform auto insurance. With reasoned insight, new data, real-world cases, and practical guidance, Code Halos shows seasoned executives, entrepreneurs, students, line-of-business owners, and technology leaders how to master the new rules of the Code Halo economy.***

***The essential roadmaps for enterprise cloud adoption As cloud technologies continue to challenge the fundamental understanding of how businesses work, smart companies are moving quickly to adapt to a changing set of rules. Adopting the cloud requires a clear roadmap backed by use cases, grounded in practical real-world experience, to show the routes to successful adoption. The Cloud Adoption Playbook helps business and technology leaders in enterprise organizations sort through the options and make the best choices for accelerating cloud adoption and digital transformation. Written by a team of IBM technical executives with a wealth of real-world client experience, this book cuts through the hype, answers your questions, and helps you tailor your cloud adoption and digital transformation journey to the needs of your organization. This book will help you: Discover how the cloud can fulfill major business needs Adopt a standardized Cloud Adoption Framework and understand the key dimensions of cloud adoption and digital transformation Learn***

**how cloud adoption impacts culture, architecture, security, and more Understand the roles of governance, methodology, and how the cloud impacts key players in your organization. Providing a collection of winning plays, championship advice, and real-world examples of successful adoption, this playbook is your ultimate resource for making the cloud work. There has never been a better time to adopt the cloud. Cloud solutions are more numerous and accessible than ever before, and evolving technology is making the cloud more reliable, more secure, and more necessary than ever before. Don't let your organization be left behind! The Cloud Adoption Playbook gives you the essential guidance you need to make the smart choices that reduce your organizational risk and accelerate your cloud adoption and digital transformation.**

**A practical approach to business transformation Fit for Growth\* is a unique approach to business transformation that explicitly connects growth strategy with cost management and organization restructuring.**

**Drawing on 70-plus years of strategy consulting experience and in-depth research, the experts at PwC's Strategy& lay out a winning framework that helps CEOs and senior executives transform their organizations for sustainable, profitable growth. This approach gives structure to strategy while promoting lasting change. Examples from Strategy&'s hundreds of clients illustrate successful transformation on the ground, and illuminate how senior and middle managers are able to take ownership and even thrive during difficult periods of transition. Throughout the Fit for Growth process, the focus is on maintaining consistent high-value performance while enabling fundamental change. Strategy& has helped major clients around the globe achieve significant and sustained results with its research-backed approach to restructuring and cost reduction. This book provides practical guidance for leveraging that expertise to make the choices that allow companies to: Achieve growth while reducing costs Manage transformation and transition productively Create lasting competitive advantage Deliver reliable, high-value performance Sustainable success is founded on efficiency and high performance. Companies are always looking to do more with less, but their efforts often work against them in the long run. Total business transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert guidance on getting it right. \*Fit for Growth is a registered service mark of PwC Strategy& Inc. in the United States**

**A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.**

**The Rebel Playbook for World-Class Employee Engagement**

**Inspire Timeless Loyalty in the Demanding New World of Social Commerce**

**Digital Business Transformation**

**Pivot to the Future**

**Founder-to-Founder Advice from Two Startup Veterans**

**B4b**

**How to Implement Your Organization's Target Operating Model (TOM) and Achieve a Zero Percent Fail Rate Using the 6- Step Agile Framework**

**The School Librarian's Technology Playbook: Innovative Strategies to Inspire Teachers and Learners**

Two world-renowned strategists detail the seven leadership imperatives for transforming companies in the new digital era. Digital transformation is critical. But winning in today's world requires more than digitization. It requires understanding that the nature of competitive advantage has shifted—and that being digital is not enough. In Beyond Digital, Paul Leinwand and Matt Mani from Strategy&, PwC's global strategy consulting business, take readers inside twelve companies and how they have navigated through this monumental shift: from Philips's reinvention from a broad conglomerate to a focused health technology player, to Cleveland Clinic's engagement with its broader ecosystem to improve and expand its leading patient care to more locations around the world, to Microsoft's overhaul of its global commercial business to drive customer outcomes. Other case studies include Adobe, Citigroup, Eli Lilly, Hitachi, Honeywell, Inditex, Komatsu, STC Pay, and Titan. Building on a major new body of research, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Embrace and create value via ecosystems Build a system of privileged insights with your customers Make your organization outcome-oriented Invert the focus of your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for how leaders can define a bolder purpose and transform their organizations.

The Times and Financial Times Book of the Year 'Enticing' Sunday Times 'Engaging' Financial Times 'Excellent' Amol Rajan, BBC News As technology accelerates, the human mind struggles to keep up - and our companies, workplaces, and democracies get left behind. This is the exponential gap. Now, a leading technologist explains how this exponential gap is rewiring business and society. Exploring corporations and the workplace, diplomacy and big tech, Exponential makes sense of a period of dizzyingly fast change - and reveals how we should respond. \_\_\_ 'Valuable and timely ... The importance of the book lies in its diligent and comprehensive definition of a new phase in human affairs.' Sunday Times 'A sweeping, engaging, nuanced, and ultimately conflicted look at how recent innovations in computing and other emerging technologies have radically transformed human existence ... Deft and clear-eyed.'

Financial Times 'Azhar has a knack for interrogating and inverting conventional thinking ... A convincing case that something extraordinary is taking place in business and society.' Economist 'Comprehensive but lively ... An essential addition to the ongoing discourse about where remarkable new technologies can take us, and where we should be aiming to go. Highly recommended!' Reid Hoffman, co-founder of LinkedIn and author of Blitzscaling 'Azhar is unapologetically bullish about the power of technology ... He speaks powerfully about how we need to shape technology to put it back in the service of society.' Guardian 'Read this book if you are interested in how we can design a more inclusive and sustainable system with a re-direction of technological change at its centre.' Mariana Mazzucato, UCL professor and author of The Value of Everything and Mission Economy 'A powerful argument ... Azeem Azhar's writing is informative and accessible, and his prescient ideas are only going to become more important as time goes on.' Hannah Fry, BBC Radio 4 presenter and author of Hello World 'Azeem Azhar is one of the best-regarded thought leaders in the industry ... He has a broad understanding of the ways technology can be used to solve our biggest problems, shape our society, and bridge cultural divides.' Daniel Ek, co-founder and CEO of Spotify 'Azeem Azhar is a globally recognised voice on technology and its impact. He has written a fascinating and important book, required reading for anyone seeking to understand the new economy and the massive global corporations that seek to dominate that economy.' Matthew Taylor, Chief Executive, Royal Society of Arts

STEVE WOZNIAK, Apple co-founder: "Micah Solomon conveys an up-to-the minute and deeply practical take on customer service, business success, and the twin importance of people and technology." SETH GODIN: "It's hard to imagine an organization with front line employees that won't benefit from the ideas in this book." "Clearly the best book on customer service management written in the last decade." Professor Frank Allen Philpot, George Mason University School of Management HONORS RECEIVED: -SETH GODIN's "Must-Read Reading List,"Late Spring 2012 -CIO Magazine: "Must-read, Summer 2012" -Readitfor.me:"The 8 new business books you need to read NOW" In an age of social media, smartphones, self-service, and six-second attention spans, High-Tech, High-Touch Customer Service throws your business a lifeline. Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment—lashing out at those that don't. Take heart: Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind loyal customer base that allows you to survive—and thrive. And High-Tech, High-Touch Customer Service spells out surefire strategies for success in a clear, entertaining, and practical way. Discover: \* Six major customer trends and what they mean for your business \* Eight unbreakable rules for social media customer service \* How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content \* The rising power of self-service—and how to design it properly \* How to build a company culture that breeds stellar customer service ? High-Tech, High-Touch Customer Service reveals inside secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide—online and off.

We've all heard stories of amazing product successes: the brilliant college kid who started a business in his dorm room; the team who built a business from the back of a napkin with just a few friends and sold it for millions. Yet for every amazing success story, there are thousands of stories of products that went nowhere. Most of us aren't looking at billion-dollar valuations; we're not looking for an exit. Instead we have a few ideas -- some innovative, some not -- and we're trying to determine which to pursue. Likely, you're working for a company today and you need a step-by-step approach to turn ideas, regardless of their source, into businesses. In Turn Ideas into Products, author Steve Johnson introduces a nimble idea-to-market process with strong emphasis on personal experience with customers. From business planning to product launch, this approach for managing products empowers your product team to work smarter and collaborate better with colleagues and customers.

**Turn Ideas Into Products**

**The Business Transformation Playbook**

**Data as a Service**

**How Technology and Big Data Are Reinventing the Customer-Supplier Relationship**

**Bridging the Services Chasm**

**The Playbook You Need to Transform Your Company**

**Strategies and Best Practices for IT Leaders to Deliver Value**

**Fit for Growth**

*A transformative guide to growing any business, from one of Silicon Valley's most esteemed investors Financial Times Business Book of the Month 'A true Silicon Valley insider' Wired Why do some products take off? And what can we learn from them? The hardest part of launching a product is getting started. When you have just an idea and a handful of customers, growth can feel impossible. This is the cold start problem. Andrew Chen has a solution. As a partner at the pre-eminent VC firm Andreessen Horowitz, he has invested in some of the world's fastest-growing companies. Along the way, he's become one of the most renowned bloggers in tech - hailed by Wired as a 'true Silicon Valley insider'. Now, Chen reveals how any organisation can surmount the cold start problem. His solution lies in the network effect: the way a service improves as more people sign up. It means that today's leading products - from Wikipedia to to WhatsApp - get more powerful with every additional user. Drawing on interviews with the founders of LinkedIn, Zoom, Uber, Dropbox, Tinder, Airbnb and more, Chen unpicks how to start and scale these network effects. He reveals how to build an 'atomic network' that is just big enough to sustain itself. He uncovers how to spot the tipping point after which growth takes care of itself. And he explores why some big companies manage to sustain viral network effects for years (while others quickly stop growing). The result is a one-stop guide to scaling a product, road-tested at the world's most valuable companies. Praise for Andrew Chen 'Andrew's blog is an inexhaustible source of numbers and ideas on concepts that matter' Max Levchin, co-founder of PayPal 'Here's one message you want. Chen's weekly newsletter offers thoughtful essays on startups and marketing' Wired 'One of the best entrepreneurship blogs of all time' Eric Ries, author of The Lean Startup*

*Build a Modern L&D Team Organizations are facing an era of rapid acceleration. As new technology and digital strategies are integrated, workers at all levels will be required to build capability much faster than before, navigating more complex systems and processes. Yet, learning and development (L&D) has lagged in this area, as too many L&D functions still focus on transactional interactions across a broad and complex portfolio while starved for resources. In L&D's Playbook for the Digital Age, Brandon Carson makes the case that it's time to reorient L&D, take a more proactive role in enabling the workforce, and create a new framework for developing skills and capabilities. L&D leaders must realize theirs is one of the most critical business functions and must be appropriately funded and resourced to realize the performance gains that are crucial to the business. L&D cannot be caught standing still and, in fact, needs a new playbook to navigate the radical and complex transformation the digital age is demanding. Stemming from the sports world, a playbook ensures the players know their roles, connect as a team, and understand the winning strategy and how to execute the game plan. For L&D, a playbook can help build alignment across the team and with stakeholders by being flexible as business needs change. Carson walks you through the steps to formulate how a new playbook could help the alignment of your L&D function—whether it's restructuring, new skilling, or rescoping. He asks readers to speak the language of business instead of the language of learning. For example, does your workforce repair aircraft or do they enable safe flight? In other words, can you be the visionary your organization requires?*

*Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.*

*The Complete Guide to Software as a Service is truly "everything you need to know about SaaS." This is the only book available today that covers the multiple facets of the SaaS model: functional, operational, technical, security and financial. Starting with the definition and the origins of SaaS, it gives a 360-degree view of the inner workings of a SaaS business. This book is a must read for entrepreneurs who are launching a SaaS company. Learn the six ways to fail your SaaS start-up. It will also guide any software company who is transitioning from an on-premise license model to SaaS. Learn what IT and business functions must evolve when moving from one business model to the next. It also provides useful information and insight to different functional managers within a SaaS company. As well, users of SaaS software will become more knowledgeable clients of their SaaS providers after reading this book. Learn how to "read between the lines" of your SaaS contract and focus on the clauses where you have real negotiating power. For anyone interested in learning more about this important shift in the software industry, this book fills a void that exists today in the world of SaaS.*

**Consumption Economics**

**Leading Digital**

**Code Halos**

**Beyond Digital**

**Smart Business, Social Business**

**The Digital Transformation Playbook**

**L&D's Playbook for the Digital Age**

**The Automatic Customer**

*Industry specialists and thought leaders explain how financial services will evolve in the coming decade in response to heightened regulation, technological disruption, and changing demographics.*

*The current way of treating people at work has failed. Globally, only 30% of employees are engaged in their jobs, and in this fast-paced world that's just not enough. The world's best companies understand this, and have been quietly treating people differently for nearly two decades. Now you can learn their secrets and discover The Engagement Bridge™ model, proven to build bottom line value for companies through sustainable employee engagement. Companies with the best cultures generate stock market returns of twice the general market and enjoy half the employee turnover of their peers. Their staff innovate more, deliver better customer service and, hands-down, beat the competition. These companies outperform and disrupt their markets. They break the rules of traditional HR, they rebel against the status quo. Build it has found these rebels and the rulebreakers. From small startups to global powerhouses, this book shows that courage, commitment, and a people-centric mindset, rather than money and resources, are what you need to turn an average business into a category leader. The book follows the clear and proven Engagement Bridge™ model, developed from working with thousands of leading companies worldwide on their own employee engagement journeys. The practical model highlights the areas that leaders need to examine in order to build a highly engaged company culture and provides a framework for success. Build it is packed with tips, tools and real-life examples from employers including NASDAQ, Unilever, IBM, KPMG, 3M, and McDonald's to help you start doing this not tomorrow, but today. Readers will learn: How employee engagement helps companies perform The key factors that drive engagement, and how they work together What the world's most rebellious companies have done to break the rules of traditional HR and improve engagement How to implement The Engagement Bridge™ model to boost productivity, innovation, and better decision-making Unique in this category, Build it is written from two sharply different perspectives. Glenn Elliott is a multi-award winning Entrepreneur of the Year, CEO and growth investor. He talks candidly about the mistakes and missteps he has made whilst building Reward Gateway into a \$300m category leader in employee engagement technology. Debra Corey brings 30 years experience in senior level HR roles at global companies such as Gap, Quintiles, Honeywell and Merlin Entertainments. She shares the practical tools and case studies that can kickstart your employee engagement plan, bringing her own pragmatic and engaging style to each situation.*

**Technology-as-a-service PlaybookHow to Grow a Profitable Subscription Business**

*Digital Customer Service is the new standard for creating a 5-star customer experience As much as technology has improved our lives, for many people customer service experiences remain unnecessarily frustrating. But the advent of Digital Customer Service (DCS) promises to make these interactions seamless and effortless by creating experiences that occur entirely on a customer's own screen, even in situations where it is preferable to speak to an agent. Digital Customer Service: Transforming Customer Experience for an On-Screen World traces the evolution of customer service—as well as the evolution of customer expectations and the underlying psychology that drives customer behavior - from the days of the first call centers in the 1980s all the way to today's digital world. Written for Customer Service and Customer Experience leaders as well as C-suite executives (CEOs, CFOs, CIOs), Digital Customer Service helps business leaders balance three critical priorities: Creating an excellent experience for customers that increases customer loyalty and profitability Driving down the cost of Customer Service/Support interactions, while increasing revenue through Sales interactions Moving quickly toward the goal of "digital transformation" We have discovered—in our research and our first-hand experience—that when companies commit to achieving true Digital Customer Service, they can make significant progress toward all three of these goals at once. Digital Customer Service provides the roadmap for how your company can get there. And when you do, who wins? EVERYONE.*

**A Playbook for Social Media in Your Organization**

**Reimagining Work in the Age of AI**

**A Framework for Providing Re-Usable Enterprise Data Services**

**Aligning Services Strategy to Maximize Product Success**

*The Technological Revolution in Financial Services*

*High-Tech, High-Touch Customer Service*

*Everything You Need to Know About SaaS*

*Why the Subscription Model Will Be Your Company's Future—and What to Do About It*

Practiced by tens of thousands of people across more than 40 countries, Active Operations Management (AOM) is one of the most successful methods for managing performance in service operations. Now the people who developed the method tell you exactly how you can do for yourself.

The Radical Innovation Playbook is a practical guide that helps innovators and entrepreneurs to harness new, extreme ideas despite complex business barriers along the way. Designed to be easy-to-use The Radical Innovation Playbook provides insight, practical solutions and reusable canvasses to help innovation managers, CEOs, Chief Innovators and directors of innovation labs to develop breakthrough ideas. In this playbook you will learn how to: Make vital decisions about how to plan and share your radical ideas Collect and analyse information to influence and convince others Engage with peers and stakeholders about your innovation project Challenge established company norms and business models Discover, explore and secure investment Gain confidence and skills for a successful launch Reach new markets and commercial channels Build a structure within an organisation that enables innovation to grow Inspire and support future generations to make an impact and achieve success Read The Radical Innovation Playbook and discover how to successfully unleash and develop your breakthrough moment. Olga Kokshagina, RMIT University, Melbourne, Australia Allen Alexander, University of Exeter, UK

Using concrete examples, The School Librarian's Technology Playbook offers strategies for school librarians to initiate and support innovative practices throughout their school community. The role of school librarians has evolved: no longer do they primarily support teachers with reading and literacy resources. Many librarians now support teachers in integrating technology tools and innovative teaching practices in their classrooms. At her school, author and learning coordinator Stacy Brown has pioneered the transition to innovation and technology use in the classroom. In The School Librarian's Technology Playbook, she showcases different technology tools and innovative strategies that can be incorporated into the classroom, such as 3D printing, augmented reality, green screen applications, gamification, coding, makerEd, and more. She details the many ways in which school librarians can support teachers as they implement these new practices into their curriculum. School librarians will learn how to collaborate with teachers and how to empower them to step outside of their comfort zones to try new tools and teaching methods. Readers of this book will also learn how to support teachers as the technology continues to change in this dynamic educational landscape. • Readers will be inspired to reimagine the role of the school librarian as a primary influencer of innovation within the school community • Readers will discover specific strategies to achieve buy-in from administrators and managers to allow school librarians to lead the school in innovation and professional learning • Readers will learn about relevant resources in technology and innovation and practical approaches to using them in an elementary and middle school curriculum • Readers will acquire specific strategies for librarians to form partnerships with teachers to introduce resources and alternative teaching strategies into the classroom • Readers will learn practical approaches for shaping the school library as an innovation hub to pilot ideas and resources and launch them into the larger community

Disruption by digital technologies? That's not a new story. But what is new is the "wise pivot," a replicable strategy for harnessing disruption to survive, grow, and be relevant to the future. It's a strategy for perpetual reinvention across the old, now, and new elements of any business. Rapid recent advances in technology are forcing leaders in every business to rethink long-held beliefs about how to adapt to emerging technologies and new markets. What has become abundantly clear: in the digital age, conventional wisdom about business transformation no longer works, if it ever did. Based on Accenture's own experience of reinventing itself in the face of disruption, the company's real world client work, and a rigorous two-year study of thousands of businesses across 30 industries, Pivot to the Future reveals methodical and bold moves for finding and releasing new sources of trapped value-unlocked by bridging the gap between what is technologically possible and how technologies are being used. The freed value enables companies to simultaneously reinvent their legacy, and current and new businesses. Pivot to the Future is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth, with the courage to understand that a wise pivot strategy is not a one-time event, but a commitment to a future of perpetual reinvention, where one pivot is followed by the next and the next.

Designed for Digital

Discovering Value and Creating Growth in a Disrupted World

Transforming Customer Experience for An On-Screen World

A Playbook for Defining and Delivering Technology Products

Complexity Avalanche

Technology-as-a-service Playbook

The Startup Playbook

Creating a Subscription Business in Any Industry

*Industry after industry is becoming technology driven as software rapidly eats the world. As it spreads, so do complexity and opportunity. There are clear signs that the traditional B2B business model designed 125 years ago as a simple "make, sell, ship" approach for early manufacturing companies is no longer capable of delivering the full potential of high-tech and near-tech solutions. B4B seeks to frame what is possible in an age where suppliers are connected to their customers in real time. The traditional world of B2B was designed to sell things to customers, whereas the new B4B model will be about delivering outcomes for customers. It's a whole new ballgame. Using powerful models and specific examples, B4B envisions a next-generation tech industry where suppliers play an active, ongoing role in helping business customers achieve unparalleled value from their technology investments.*

*Why do only 30% of business transformation projects deliver on time, on budget and scope, realising the intended benefits while 70% fail? This book uncovers HOBA(R) (House of Business Architecture(R)) Business Transformation framework and provides a practical guide that has helped organisations successfully implement their business transformation.*

*Digital-era technologies lead organizations to become technology takers, the equivalent of economic "price takers." To be a technology taker is to assent to the behavior transforming benefits of modern technologies. This playbook offers technology takers tactics to manage change, create value, and exploit the digital era's strategic opportunities.*

*Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation*

*Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's*

*greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.*

*The New Rules of Tech*

*How to Grow a Profitable Subscription Business*

*Digital @ Scale*

*The Cloud Adoption Playbook*