



# Social Machines: How to Develop Connected Products That Change Customers Lives (Hardback)

By Peter Semmelhack

John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English. Brand New Book. Companies like Facebook and Twitter have redefined social interaction. But what if machines like automobiles, bicycles, health monitors, appliances, instruments, and anything else you can connect to the Internet, could all become members of your social network, collect data you care about, and feed it back to you at just the right time? Nike+ is already doing this for your body, but every major industry, from healthcare to cars to home construction, is now building sensors and digital connectivity into their next generation of products. Companies like Ford, Pepsi, Verizon, and Procter and Gamble are also using social machines to reach new markets, improve brand/market awareness, and increase revenues. Social Machines is the first book for business people, marketers, product developers, and technologists, explaining how this trend will change our world, how your business will benefit, and how to create connected products that customers love. Explains how smart phones and tablets enable Social MachinesDescribes how digital technology is being baked in to the most unlikely new products even wheelchairs.Articulates how the Internet of Things is becoming social and why that s the...



## Reviews

These sorts of pdf is the greatest publication readily available. It can be rally intriguing through looking at time. You can expect to like how the blogger publish this book.

-- Prof. Eric Kuvalis II

It in a single of my personal favorite ebook. It can be loaded with wisdom and knowledge You can expect to like just how the blogger create this pdf.

-- Dr. Travis Berge

## **Related Books**



#### Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...



## Alfred s Kid s Guitar Course 1: The Easiest Guitar Method Ever!, Book, DVD Online Audio, Video Software

Alfred Music, United States, 2016. Paperback. Book Condition: New. Language: English . Brand New Book. Alfred s Kid s Guitar Course is a fun method that teaches you to play songs on the guitar right away. Each lesson on every colorful page...



### Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...