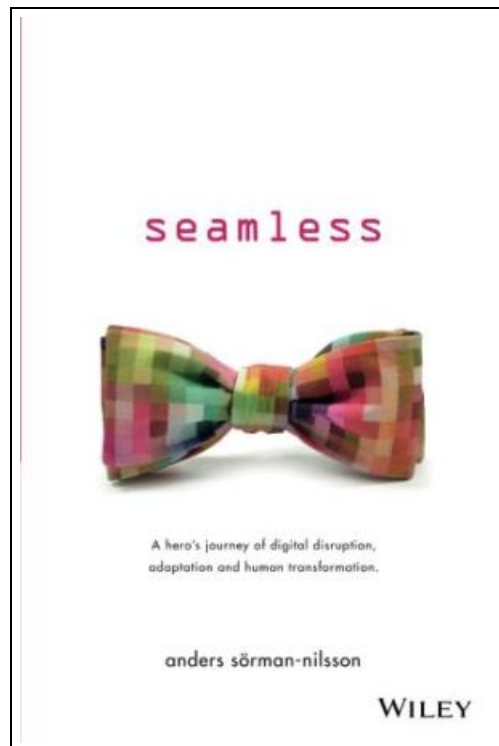


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John Wiley Sons Australia Ltd, Australia, 2017. Paperback. Condition: New. Language: English . Brand New Book. Achieve brand success with smarter change management and seamless transformation Seamless is a guide for transforming your brand and heroically taking your business into the future. Customers are sick and tired of the inconvenience, friction, arrogance and grating seams they experience on their customer journeys caused by brands undergoing awkward and haphazard change. This book shows you how to remove the external and internal seams for a smooth transition between marketing channels, to provide a transformative customer journey. Anders Soerman-Nilsson, futurist and author of Digilogue (Wiley 2013), reveals the key factors to designing a cohesive and agile brand that is fit for the future. This book looks at on-the-ground implementation of Digilogue ideas, giving you a first-hand account of how emerging technology has evolved and disrupted the business landscape since 2013. You ll learn the trials and tribulations of omnichannel marketing, change leadership, start up thinking versus a heritage (and family) business legacy and why there has never been a better time to implement seamless technologies in your business. The future doesn t unfold neatly ? in fact, it s often a disruptive slap in the face. Seamless is the key to a successful business future, and this book shows you how to make seamlessness work for your company, starting today. Design away the friction with transformative customer experiences Weave disparate channels and parts of a brand together into a seamless whole Take an integrative, rather than additive, approach to communications Achieve the highest level of customer intimacy, the key to customer loyalty Drive seamless change inside your organisation by designing journeys of constant adaptation Communication channels continue to proliferate, and simply adding every new flash in the pan is a sure path to...

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