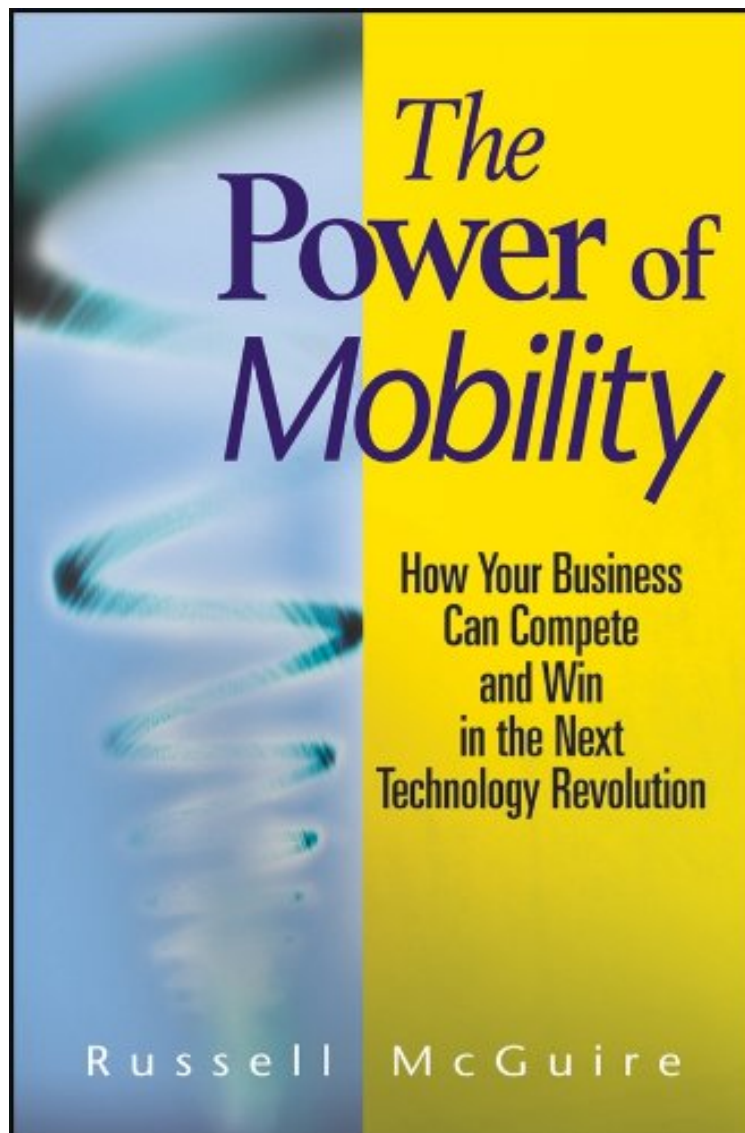


(Library ebook) The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution

## **The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution**

*Russell McGuire*

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**Russell McGuire : The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution:

1 of 1 people found the following review helpful. A book about moving away from bricks and mortar shops and going

online as a digitized company. By Jeff Lippincott I liked this book. It reminded me that the way we do business in the US, Europe, and worldwide is changing. Personal computers, the Internet, and cell phones are tools in a digital world. And these tools enable a business to be mobile or remote from the customer. The author calls this the beginning of the Age of Mobility (AOM). Not all businesses have accepted the fact that we are entering AOM. And not all customers are willing to take advantage of the AOM in making their purchases. But times are changing and the shift to the AOM is moving quickly today. This book explains a seven-step process by which any business can shift its operations to take full advantage of the AOM. These seven steps include: Step 1: Digitize Step 2: Connect Step 3: Evaluate Step 4: Limit Step 5: Position Step 6: Protect Step 7: Learn from your customers So when is a law firm going to provide legal advice via email instead of through face-to-face sit-down consultations? When are document reviewers going to be able to do legal discovery work from their bedrooms instead of commuting to some law office? When will the big chain bookstores go out of business because their rent bankrupts them? This will happen at some point when the AOM really kicks in. We're not there yet. But this book explains that the day is coming. I would have liked the book better if the line spacing of the book had been smaller. The book was not all that long and the line spacing made it appear the book was being artificially elongated. Also, I would have liked the book better if the endnotes at the end of each chapter had been saved for the end of the book or possibly omitted altogether. Seeing them made me feel like I was reading a high school term paper. But the content of the book was good. And the writing was reasonable. 4 stars! 0 of 0 people found the following review helpful. Mobilized Me! By Customer Superbly written -- an easy and even fun read. The author not only provides SUBSTANTIVE guidance for success in the mobility revolution, but zeroes in brilliantly on the quintessential paradox that is at the fountainhead of "what to do" about any disruptive change. By CAPTURING THE POWER and MANAGING THE DANGER, any change can be successfully navigated. Period. The amazing simplicity yet reliability of this approach is no less than a prescription for optimizing -- and recasting -- the very reality we inhabit. This pattern of polar-complementarity is at the core of everything. From the Particle-Wave duality to the Double Helix of the DNA molecule. Management-Leadership, Process-Culture, Control-Liberation, and on and on, it's turtles all the way down. Very practical and very much in tune with the next-generation paradigm of business. (Also read "The End of Management" WSJ 8/2010) 3 of 4 people found the following review helpful. Mobility is the new Internet Age By Daniel D. Briere McGuire is a smart guy and I love everything he writes. He's deep in the Strategy group at Sprint and knows his mobility as well as his technology. He's got this knack of prognosticating the future of technology around us, and how it will impact you, ... and it's really important, I think, to read what he writes, if you are going to stay abreast of all that's going on, and it's impact on you. (And I'm a consultant so I'm already supposed to know all of this stuff.) In The Power of Mobility, McGuire posits and then backs up that the Next Technology Revolution will be all built around mobility, and if you want to keep your job, whatever that is, you'd better be thinking now about how to build mobility into your products and strategies. And then he tells you how to do it and how to think mobility in all aspects of your operations. The book is a quick read, but in its examples, it brings home the issues he's talking about. You can only agree with his fortune telling about mobility, and what this means for your business. Then presumably the hard part begins for all of us -- enacting powerful mobility strategies to keep up with the new Age of Mobility.

Praise For The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution "Mobility is the next technology force that is redefining how businesses operate. Going forward, the winners will be 'anywhere enterprises' that learn how to combine the Power of Mobility with broadband connectivity to create competitive advantage. Russell's book lays out a straightforward road map for how to do just that." —Berge Ayvazian, Chief Strategy Officer, Yankee Group "Our experience has proved that integrating the mobility of our services into the lives of students creates tremendous opportunities and new value. The ideas presented in this book will serve organizations and businesses of all types well as they explore the innovative growth that can come with the Power of Mobility." —Dr. Karen Pennington, Vice President, Student Development and Campus Life, Montclair State University "For many professionals, the workplace is no longer a 'place,' and the work day is no longer a 'day.' The Power of Mobility shows us that companies that recognize this fundamental shift are in the best position to take advantage of mobility to increase business agility, transform the way they serve customers, and enable exciting new business models." —Don Proctor, Senior Vice President, Collaboration Software Group, Cisco "What businesses need is a plain English explanation of the new values and disciplines of the Mobility Age. In The Power of Mobility, Russell McGuire provides that clear guidance without the 'technospeak.'" —Clint Parr, Chief Executive Officer and President, Anyware Mobile Solutions "Companies that figure out how to keep employees connected and leverage context have the opportunity to outperform their peers in the marketplace. The Power of Mobility explains what this all means in simple terms, describes how companies can build mobility into their businesses, and provides helpful examples for those wanting to gain competitive advantage." —H.P. Jin, PhD, Chief Executive Officer President, TeleNav Inc. "The Power of Mobility prepares you, in a step-by-step fashion, to interpret the opportunity presented by mobility into your firm's environment." —Danny Briere, Chief Executive Officer, Telechoice

"...the biggest benefit of the book to knowledgeable readers would be in providing ammunition for convincing skeptical managers, customers, or suppliers to make the changes necessary to exploit the opportunities created by mobility". (Journal of Product Innovation Management; 2009)

**From the Inside Flap**  
**The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution**  
Over eighty percent of Americans above the age of five own a cell phone, most with digital cameras built in, and bundled with an e-mail service specifically designed for sending those captured moments to friends and family. These consumer applications are just simple examples of mobility being built into everyday products to create tremendous new value. From a business perspective, a new technology can introduce radical changes--changes so dramatic that they fundamentally change the nature of the business, the nature of the product, and the reasons why customers buy the product. When this happens, the rules of competition change. It is happening now: the Age of Mobility is upon us. How will it impact you and your business in the months and years to come? "The Power of Mobility" shows you how to look forward, envision the Power of Mobility in your business, and implement the steps required to turn vision into reality.

**?**Russell McGuire, one of the telecom industry's leading strategists, details the specific actions you must take to deliver the tremendous value that mobility adds--and win customers' hearts and wallets. He presents a powerful framework for capturing the Power of Mobility: the Seven Steps. If you can Digitize, Connect, Evaluate, Limit, Position, Protect, and Learn, you will capture the Power of Mobility in your products, your services, and your processes. He further clarifies the power of the Seven Steps with illustrative case studies of seven companies that have successfully implemented this framework and redefined the rules of competition in their industries. The Mobility Age represents a great opportunity for businesses large and small to capture the Power of Mobility in order to create competitive differentiation and to take market share. Stories of businesses that have been crushed by the competition because they have denied the changes brought by technologies in the past will likely be repeated. You have a choice. You can wait for a competitor to lead and define the rules to his benefit and your demise. Or you can lead and set the rules--if you capture "The Power of Mobility" now.

**From the Back Cover**  
**PRAISE FOR The Power of Mobility How Your Business Can Compete and Win in the Next Technology Revolution**  
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