



Dancing The Digital Tune: The 5 Principles of Competing in a Digital World

Manish Grover

Download now

[Click here](#) if your download doesn't start automatically

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World

Manish Grover

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World Manish Grover

For the first time, an overarching and systematic process is presented to think about creating your digital strategy. Traditional models will not form the basis for future success. These models are focused on a one way street - promote, target and sell - often competing against the rest of the world.

We need a new approach to orient our organizations to the new connected world. The 5 actionable frameworks in this book will help you align your digital strategy with the customer.

This book is about partnership with customers, about connecting with them on multiple levels, about crafting uniqueness, about leveraging the transformation this connected world is going through, and as a result, about staying ahead of the pack.

Learn why and how you should:

1. Not leave to chance what customers need to build context
2. Unify emotional appeal with physical interactions
3. Not just be different or niche, but be un-commoditized
4. Not act as the 5 blind men as you engage with customers
5. Look beyond your own products and create new linkages

The five principles in this book will also provide a validating structure for your existing strategies.

1. The Principle of External Reinforcement

How should you be the customers' advocate and trusted advisor, so they make a decision "with" you instead of "about" you? Be your customers' reference point and one of the centers of their universe. If they have to look beyond you for validation, you've lost the advantage and submitted yourself to an unforced error from your competitor. How can you embed yourself in their decision process - explicitly or implicitly - and help them along this journey?

2. The Principle of Customer Interaction

It's a fact. Some products are high touch, some are not. Some connect at the emotional level, some at the physical interaction level, and some at both. Both engagement models peg you in your customer's mind - that peg is called your brand. But your competition is not keeping still. They are constantly trying to dethrone you through direct or flank attacks. Hence, understanding how to create relationships from both ends of the engagement spectrum is the key to success.

3. The Principle of Un-Commoditization

Your fundamental philosophy, your passion, your excellence, these are all factors that go towards differentiating yourself. The term "differentiation" however has become an overused technical term that seems to distance your operations from your strategy. Instead I chose to use the word un-commoditization to reflect the harsh realities of today's connected world. This principle provides the elements of how to think about breaking away from the pack. Un-commoditization is always possible and is critical to securing a position in your customer's mind. Without a distinctive position in the customer's mind, you might as well save your brand marketing budget.

4. The Principle of Presenting

Who are you? If you are like most companies, your customers can potentially use more than one of your products or services. Are you presenting them in silos, or creating harmony between them? The principle of Presenting is aimed at helping you become the singular brand powerhouse that you should be, striving to meet customer needs.

5. The Principle of Completion

It's obvious that your products meet a customer need. But your customers also use products which have nothing to do with you. Many of these needs are linked to each other. This principle is about the art of alliances, building a communication network that spans the entire spectrum of customers' needs. The ecosystem you choose to be part of will define you in the future. Those who are isolated will be left behind.

 [Download](#) [Dancing The Digital Tune: The 5 Principles of Comp ...pdf](#)

 [Read Online](#) [Dancing The Digital Tune: The 5 Principles of Co ...pdf](#)

Download and Read Free Online Dancing The Digital Tune: The 5 Principles of Competing in a Digital World Manish Grover

From reader reviews:

Lela Koehn:

What do you concerning book? It is not important together with you? Or just adding material when you require something to explain what the one you have problem? How about your time? Or are you busy particular person? If you don't have spare time to do others business, it is give you a sense of feeling bored faster. And you have spare time? What did you do? All people has many questions above. They need to answer that question mainly because just their can do in which. It said that about e-book. Book is familiar in each person. Yes, it is right. Because start from on jardín de infancia until university need this Dancing The Digital Tune: The 5 Principles of Competing in a Digital World to read.

Judith Smith:

Reading can called thoughts hangout, why? Because when you are reading a book mainly book entitled Dancing The Digital Tune: The 5 Principles of Competing in a Digital World the mind will drift away trough every dimension, wandering in every single aspect that maybe unidentified for but surely can be your mind friends. Imaging every word written in a e-book then become one application form conclusion and explanation that will maybe you never get prior to. The Dancing The Digital Tune: The 5 Principles of Competing in a Digital World giving you an additional experience more than blown away your mind but also giving you useful details for your better life within this era. So now let us teach you the relaxing pattern here is your body and mind will be pleased when you are finished looking at it, like winning a game. Do you want to try this extraordinary paying spare time activity?

Jerry Bonner:

Reading a book being new life style in this 12 months; every people loves to study a book. When you go through a book you can get a great deal of benefit. When you read publications, you can improve your knowledge, because book has a lot of information in it. The information that you will get depend on what kinds of book that you have read. In order to get information about your analysis, you can read education books, but if you want to entertain yourself look for a fiction books, these us novel, comics, along with soon. The Dancing The Digital Tune: The 5 Principles of Competing in a Digital World offer you a new experience in examining a book.

Karen Morris:

You are able to spend your free time to learn this book this guide. This Dancing The Digital Tune: The 5 Principles of Competing in a Digital World is simple to bring you can read it in the area, in the beach, train and soon. If you did not have got much space to bring the particular printed book, you can buy the actual e-book. It is make you better to read it. You can save often the book in your smart phone. Consequently there are a lot of benefits that you will get when you buy this book.

Download and Read Online Dancing The Digital Tune: The 5 Principles of Competing in a Digital World Manish Grover #LWEGFKZ6DRX

Read Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover for online ebook

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover books to read online.

Online Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover ebook PDF download

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover Doc

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover MobiPocket

Dancing The Digital Tune: The 5 Principles of Competing in a Digital World by Manish Grover EPub