

The Intention Economy When Customers Take Charge

The Intention EconomyTake Charge Product ManagementCustomer's New VoiceEmpowered: A Tale of Three Cities Taking Charge of their Energy FutureLeading OrganizationsFederal Energy Regulatory Commission ReportsManagement and AdministrationFederal RegisterAdministrationSupreme Court The Gas RecordThe Massachusetts registerRetail Credit ProcedureManagement and Administration in Manufacturing IndustriesAmerican LumbermanProceedings of the Annual ConventionThe Methods and Machinery of Practical BankingAmerican Brewers' ReviewPamphlets on FinanceGood Housekeeping Magazine Doc Searls Greg Geracie John S. McKean Bentham Paulos Gill Robinson Hickman United States. Federal Energy Regulatory Commission Norris Arthur Brisco Leon Pratt Alford Society of American Florists and Ornamental Horticulturists Claudius Buchanan Patten

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maps out the implications of a customer driven business revolution that s flipping the paradigm of supply and demand and putting

consumers in charge

unlock your product management potential and achieve breakthrough performance for your products and company if you're looking for an effective and proven approach to product management one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error this is the book for you take charge product management guides you step by step along the product management path with tips tactics and tools to make you and your products more successful whether you're a new or experienced product manager or a seasoned executive leading a team of product managers this hands on guide arms you with best practices to optimize your time and effectiveness and increase your value having performed technology assessments for over 200 companies we have found the information and processes contained in this book to be outstanding and best practices rick jennings cisa president assess it geracie nails it with take charge product management this book is a comprehensive guide to becoming a highly effective product manager the book's format really brings home the tools and processes that are required to become a leader in any organization's product management function take charge product management should be the new bible for all product managers kevin maguire general manager philips healthcare greg has done a wonderful job capturing the experience of being a product manager in an engaging and readable book there are insights here that i would love to have had when i started and still learned from after 15 years in product management edgar macbean vice president product management pathway genomics geracie delivers an incredibly useful book with real world insights application points and no fluff every word is real world the unique format of a story line along with the practical and comprehensive guidance at each step of the story is like having an experienced product manager mentor guiding you every step of the way matt jackson owner jackson consulting inc take charge product management is a must read for all product management and product marketing professionals this book takes an often complicated job and provides clear direction with its proven strategies and practical examples product managers can maximize their return on investment and ensure their organization's success brad morton senior vice president product management morehead associates reading this book i relived my early days finding my way as a new product manager

it made me wish there had been a practical guide available to navigate the practice of product management then take charge product management is that practical guide for beginning product managers the substance of the book also provides seasoned professionals with a wealth of actionable information on the art and science of product management david murdock director consulting services and product management at quorum health resources a fast paced and comprehensive approach to product management shedding needed light on the role responsibilities and job expectations and providing the necessary tools for product managers to succeed a fantastic read for executives looking to create a new product management organization and hire the right people for the job david palkoner director of product management solucient llc about the author greg geracie is the president and founder of actuation consulting llc providing product management advisory services training and consulting to organizations nationwide actuation consulting is the culmination of over 23 years experience in product management and marketing leadership positions for start ups private equity backed ventures mid sized companies and multi billion dollar corporations

find out how to reap the benefits of motivating and engaging the new direct customer voice the customer s new voice shows businesses how to motivate and transform directly volunteered consumer knowledge into profitable insights enabling a new echelon of marketing relevancy customer experience and personalization with a deep look at the inner workings of how a modern generation of business innovators are tapping into the fresh opportunities with the customer s new voice this book describes how businesses are transforming inference based predictions of purchase intent with direct consumer knowledge of their actual intentions and buying context the result an untouchable unprecedented level of offer relevancy experience and personalized service levels those offers range from the most basic app model of give me your physical location we ll find the best thai restaurant near you and give you an instant coupon to a more complex model such as an electric utility value proposition we ll give you discounts to charge your prius during certain times to help us optimize our grid efficiency while allowing toyota to monitor and optimize your battery to enable toyota s r d and customer experience enhancement forty case studies detail proven approaches for directly engaging the new consumer showing companies how to take

advantage of rapidly evolving personal technology smart phones homes vehicles wearable technology and internet of things and the new sharing culture to collect the higher value intentionally discretionarily shared information readers gain access to a robust tool set including templates checklists tables flow diagrams process maps and technical data schematics to streamline these new capabilities and accelerate implementation of these transformational techniques ninety percent of the data that businesses use to determine what they sell or how to personalize a customer experience results from consumers unintentionally volunteering indirect data however this type of data has less than 10 percent accuracy this low effectiveness also necessitates up to 70 percent of a business s cost infrastructure direct consumer knowledge is now available and boasts up to 20 50 percent accuracy yet businesses remain anchored in the old indirect competencies this book helps companies integrate compelling sharing motivators and controls for consumers to feel motivated and safe about directly sharing their product and experience desires providing the ultimate market advantage learn how to catch up to the new digitalized consumer leverage direct consumer information from current megatrends navigate privacy s current and future metamorphosis unlock the untapped value of big data s true enabler little data parsing incidentally volunteered data has been stagnant for decades due to the capabilities and expectations of a new generation of enabled consumers the timeless reality is that any level of investment in computing power data and analytics will never approach their full roi potential without interfusing the direct intentional insights from the consumer if today s forward thinking companies want to profitably engage the new consumers they must learn the secrets of motivating and safeguarding this new potential of customer transparency the risks of not engaging these new consumer voices irrelevancy and silence the customer s new voice shows businesses how to fulfill the promise and caveat of the new consumer if you make my life easier reward me and respect my shared information i will tell you my secrets

energy in america is undergoing a period of rapid change driven by new technologies consumer empowerment and the imperative to reduce emissions that cause global warming but many utilities are dragging their feet or actively impeding progress people who want to save energy or install solar panels are finding their efforts at odds with utilities seeking to preserve their profits seeing an existential threat

to their business model utilities across the country are pursuing policy changes that will make it less viable for customers to generate their own electricity impatient with the slow pace of change an increasing number of cities are taking matters into their own hands as their citizens seek energy that is local affordable and clean empowered describes how city officials and activists in boulder minneapolis and madison are fighting back against entrenched utilities and taking charge of their energy future

this volume provides a framework for examining and integrating issues pertaining to organizational leadership and helps prepare the student and professional for leading and participating in these new era organizations this volume is divided into eight parts with an overview on leadership and organizational issues for each part

includes critical reviews

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