

# 《Intention Economy(ISBN=9781422158524)》

## 书籍信息

版次：1

页数：302

字数：

印刷时间：2012年05月01日

开本：16开

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9781422158524

## 内容简介

In this title, Doc Searls maps out the implications of a customer-driven business revolution that's flipping the paradigm of supply and demand, and putting consumers in charge. Who owns the marketplace? Is it business - or the customer? According to Doc Searls, widely-read journalist and blogger and co-author of "The Cluetrain Manifesto", customers are on the verge of becoming truly free and independent actors in the marketplace with the power of telling vendors what they want, how they want it, and where and when they should be able to get it. This imperative shift in customer power will alter the balance of the market and usher in what Searls calls the "intention economy". In this book, Searls lays out a map for an economy driven by consumer intent, where vendors can - and must - respond to the actual intentions of customers, instead of simply vying for customer attention in hopes of selling them what they might want. In the intention economy, individual power increases, demand drives supply, and information precedes money. Only the vendors and organizations that are ready for the change will survive, and thrive. In fact, says Searls, this paradigm shift has already taken place in many concrete ways - for example, how "vendor relationship management" is supplanting "customer relationship management". And there are more indications on the horizon that the tipping point is not far behind. "The Intention Economy" maps out the implications - both immediate and far-reaching - for business and the world.

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## 作者简介

David "Doc" Searls is a journalist, columnist, author and a widely-read blogger, a fellow at the Center for Information Technology & Society (CITS) at the University of California, Santa Barbara, and a fellow alumnus (2006-2010) of the Berkman Center for Internet & Society at Harvard University. He is the co-author of The Cluetrain Manifesto.

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## 媒体评论

Named a Best Business Book for 2012 in "strategy+business" magazine

"a must-read book..." -- TechCrunch

"Doc Searls has written a very thoughtful book on the intentioneconomy and the promises it holds for both vendors and customers." -- "Forbes"

"Searls's vision raises provocative questions for companies and formarketers." -- "strategy+business" magazine magazine

"This is a thoughtful, well researched book with a compellingthesis and call to action for marketers." -- Decision

"a brilliant piece on free markets and the Internet" -- LinuxJournal

"Do yourself a favor. Read "The Intention Economy" by @dsearls.It's a very quick study in what VRM means for both brands andconsumers." -- Business 2 Community (business2community.com)

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