



Explosion: What the Internet is Now Doing to Us Personally - In a Public and Private Way

By Andy Law

LID Publishing. Hardback. Book Condition: new. BRAND NEW, Explosion: What the Internet is Now Doing to Us Personally - In a Public and Private Way, Andy Law, The realm of the "personal" is now increasingly touched by technology - especially the Internet. For example, sleep is now something we do in between checking our smartphones. Our relationship to food and eating has changed too. Home delivery, restaurant search, table bookings - these have all been elevated to a high level skill-set which is part-entertainment, part-electronic processing. And travel is now a finger-clicking exercise with precision timing. This readjustment of our daily routine has had one significant effect: it has taught individuals a range of skills that would normally be in the domain of businesses. Ordinary people now behave as businesses do by using buying strategies to get costs down. We now have expectations of quality and delivery. In fact, we have become so business-like as individuals that marketers need to get rid of the processes of "Business-to-Consumer" communication, and begin to adopt the rules of "Business-to-Business" when talking to consumers. Such change of our lives is an explosion of the new - new thinking, new business, new relationships, new selling,...



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