

# Tap

Unlocking the Mobile Economy

Anindya Ghose

How the smartphone can become a personal concierge (not a stalker) in the mobile marketing revolution of smarter companies, value-seeking consumers, and curated offers.

## SELLING POINTS

- The smartphone is a truly transformative technology. This book is required reading for anyone who wants to understand how mobile technology is changing our businesses, our economy, and our lives. - **Hal Varian** Chief Economist, Google
- Bronze winner in Economics from the 2018 Axiom Business Book Awards

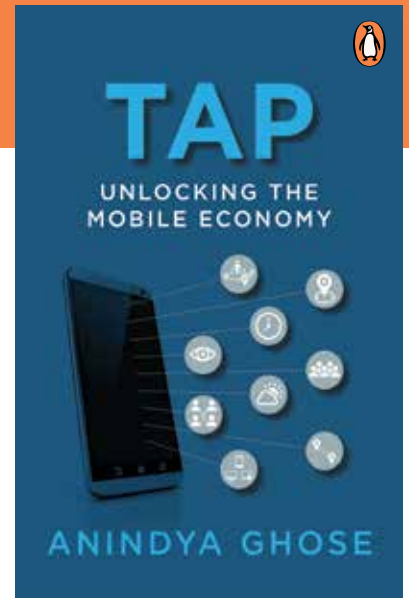
## THE BOOK

Consumers create a data trail by tapping their phones; businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy. According to Anindya Ghose, a global authority on the mobile economy, this two-way exchange can benefit both customers and businesses. Drawing on his extensive research in the United States, Europe, and Asia, and on a variety of real-world examples from companies including Alibaba, China Mobile, Coke, Facebook, SK Telecom, Telefónica, and Travelocity, Ghose describes some intriguingly contradictory consumer behaviour: people seek spontaneity, but they are predictable; they find advertising annoying, but they fear missing out; they value their privacy, but they increasingly use personal data as currency. When mobile advertising is done well, Ghose argues, the smartphone plays the role of a personal concierge—a butler, not a stalker.

Ghose identifies nine forces that shape consumer behaviour, including time, crowdedness, trajectory, and weather, and he examines these how these forces operate, separately and in combination. With *Tap*, he highlights the true influence mobile wields over shoppers, the behavioural and economic motivations behind that influence, and the lucrative opportunities it represents.

## THE AUTHOR

**Anindya Ghose** is the Heinz Riehl Chair Professor of Business at New York University's Leonard N. Stern School of Business, where he holds a joint appointment in the Information, Operations and Management Science, and Marketing Departments. In 2014, Poets & Quants named him as a "Top 40 Under 40 Professor." In 2017, Thinkers50 identified him among the 30 management thinkers most likely to shape the future of how organizations are managed and led.



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