



BOOK REVIEW


Book

The end of business as usual: rewire the way you work to succeed in the consumer revolution

Solis B

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Reviewer

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Years before the COVID-19 pandemic, the developments in digitalization were advancing. Solis wrote his observations and vision of what the business and consumer revolution would become. It has value in comparing this holistic view of Solis with the current phenomenon we are experiencing in the digitalization era, characteristics of consumers, internet and social media marketing, and the changes in the management of information technology and the social aspects. With the progress of the internet and cloud and the accessibility to wide arrays of information by every person, new business and marketing playing fields have also emerged. The author writes that the internet culture affected social consumerism, smartphones became focal points of communications and transactions, social networks became an integral part of each person's human network, the endorsements in social media became stronger, commerce and education in the digital settings were greatly accepted, and the extension of influences was either online or offline. A foreword in this book made by another person, Katie Couric, clarified the book's intended message.

This book is admirable. From his in-depth understanding of the evolution of the network economy and digitalization, he proposed superior business and marketing strategies for firms and organizations. From the consumer's magical experiences through smartphones to the transparency in market information, he presented several winning strategies that included devising shareable experiences, co-creation of brands, brand management, customer satisfaction and engagement, cultural and social responsibility as market differentiators as well as customer-centric approach in supplier, employees, and firm management. Further, he emphasizes that change management, disciplined management, process implementation, monitoring, cultural adoption, and transformative leadership are unavoidable in digitalization. The mindset needs to focus on accountability, resources, authority, and rewards. To drive cultural adoption means the execution of a communication plan, training, support network, measurement model, long-term sustainment, and accountability tools. Being customer-centric also means progressing into connected ecosystems and adaptive stages from hoarding information and two-way communication. Ultimately, the book encourages firms to be efficiently predictive to anticipate barriers and prevent the disadvantages of being reactive.

The determination of the segment of customers, their sensitive value requirements, and cherished goals need big data for comprehensive analysis. The book utilized thematic analysis of qualitative data and recommendations for big data analysis. Most importantly, the book has the relevance of tremendous business potential in serving shared experiences and marketing lifestyles. The levels of perceptions of the consumers and the businesses are to be understood. It would be more impactful for the readers to highlight the most important chapters with titles according to the identity and uniqueness of the recommendations. While several arguments are raised in the book, I would like to capture them faster and internalize the book's heart.

It is amazing that Solis foresaw the need for digitalization strategies and alarmed different companies before the great requirement occurred during and after the pandemic. Today, we observe the future of business as being affected by developments in information, as he portrayed. The reader of the book gains an awareness of the predicted conditions that made them calm, composed, and in control of their activities during and after the COVID-19 pandemic. One can learn more business and management techniques from this book. I experienced to achieve organizational heights instead of firm's losses because of the readiness, and the processes that Solis guided. More efficient marketing investments and inter-organizational communication were improved faster, leading to normal business as usual. While he elaborated different frameworks to justify his arguments, there are a lot of scenarios that the business communities are now aware of to validate his principles and recommendations in the book. Furthermore, readers can learn that the structure, technologies, and infrastructure needed to adapt to the new normal are mandatory.

Business, management, and academic communities should read this book and evaluate the fulfillment and the gaps between the premises. These efforts will drive the implementation and advancements of different digitalization business models to prevail in the new normal.

Reviewer



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