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Product Mobile; Adding Mobility into Products Today; I Thought Cameras Already Were Mobile; Can Mobility Increase the Value of Your Product?; Making a Service Mobile; Adding Mobility into Services Today; Can Mobility Increase the Value of Your Service? Making a Process MobileHigh Reward, High Risk; Notes; Chapter 6: Digitize; How to Digitize; Notes; Chapter 7: Connect; Notes; Chapter 8: Evaluate; Increasing Availability; Contextual Relevance; Reduced Costs; What Does It Take?; Notes; Chapter 9: Limit; Wireless Technology; Network Provider; Geography; Activities; Notes; Chapter 10: Position; Risk; Reward; Replication; Wrapping It All Together; Note; Chapter 11: Protect; What Are These Dangers?; Taming the Dangers; Notes; Chapter 12: Learn from Your Customers; The Three Imperatives; The Levels of Learning; Notes Chapter 13: Conclusion: Go Capture the Power!Me-Too-Plus or New Category?; Deliver the Value, Capture the Power; Notes; Index

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## Sommario/riassunto

Praise For The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution ""Mobility is the next technology force that is redefining how businesses operate. Going forward, the winners will be 'anywhere enterprises' that learn how to combine the Power of Mobility with broadband connectivity to create competitive advantage. Russell's book lays out a straightforward road map for how to do just that.""-Berge Ayvazian, Chief Strategy Officer, Yankee Group ""Our experience has proved that integrating the mobility of our services into the l

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