What's the Future of Business: Changing the Way Businesses Create Experiences

Brian Solis

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"In today's rapidly changing digital environment, Darwinism is alive and well. *What's the Future of Business* doesn't just explore trends and theories; it introduces a dynamic, actionable path to transformation." —***Evan Greene,*** CMO, The Recording Academy, Producers of the GRAMMY Awards

Rethink your business model to incorporate the power of "user" experiences

What's the Future of Business? will galvanize a new movement that aligns the tenets of user experience with the vision of innovative leadership to improve business performance, engagement, and relationships for a new generation of consumerism. It provides an overview of real-world experiences versus "user" experiences in relation to products, services, mobile, social media, and commerce, among others. This book explains why experience is everything and how the future of business will come down to shared experiences.

- Aligns the tenets of user experience with the concepts of innovative leadership to improve business performance and engagement and to motivate readers to rethink business models and customer and employee relationships
- Motivates readers to rethink business models, products and services, marketing, and customer and employee relationships with desired experiences in mind
- Brian Solis is globally recognized as one of the most prominent thought leaders and published authors in new media, and is the author of *Engage!* and *The End of Business as Usual!*

Discover how user experience design affects your business, and how you can harness its power for meaningful revenue growth

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