

The Intention Economy When Customers Take Charge Doc Searls

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The Intention Economy: When Customers Take Charge: Searls ...

The Intention Economy: When Customers Take Charge. by. Doc Searls. 3.74 · Rating details · 170 ratings · 18 reviews. Caveat venditor—let the seller beware. While marketers look for more ways to get personal with customers, including new tricks with “big data,” customers are about to get personal in their own ways, with their own tools.

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“The fine distinction between consumer and customer is at the heart of this insightful look at how some companies, like Trader Joe's, are moving in the direction of the “intention economy,” where the desires and needs of individual customers primarily determine what the vendors offer.”

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The Intention Economy: When Customers Take Charge - Doc ...

Searls coined the term intention economy in a March 2006 article for Linux Journal. He wrote: “The Intention Economy grows around buyers, not sellers. It leverages the simple fact that buyers are the first source of money, and that they come ready-made. You don't need advertising to make them.”

The Intention Economy - Wikipedia

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The intention economy : when customers take charge ...

The intention economy is an approach to viewing markets and economies focusing on buyers as a scarce commodity. Customers' intention to buy drives the production of goods to meet their specific needs. It is also the title of Doc Searls book: The Intention Economy: When Customers Take Charge published in May, 2012.

Intention economy - Wikipedia

In this book he describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many. New customer tools will provide the engine, with VRM (Vendor Relationship Management) providing the consumer counterpart to vendors' CRM (Customer Relationship Management ...

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Whether your interest is in preserving Internet freedom and opportunity, changing the economic power structure, new challenges for cyberlaw, or just turning the tables on privacy-violating business models and practices, there will be plenty to hear and discuss at Doc Searls' talk, "The Intention Economy: When Customers Take Charge" — also the title of his new book from Harvard Business Review Press.

The Intention Economy: When Customers Take Charge; Who can ...

"The fine distinction between consumer and customer is at the heart of this insightful look at how some companies, like Trader Joe's, are moving in the direction of the "intention economy," where the desires and needs of individual customers primarily determine what the vendors offer." — Fort Worth Star Telegram

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The Intention Economy is about buyers finding sellers, not sellers finding (or "capturing") buyers. In The Intention Economy, a car rental customer should be able to say to the car rental market, "I'll be skiing in Park City from March 20-25. I want to rent a 4-wheel drive SUV. I belong to Avis Wizard, Budget FastBreak and Hertz 1 Club.

The Intention Economy | Linux Journal

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The Intention Economy Quotes Showing 1-1 of 1 “But perfectly personal advertising is a dream of advertisers, not of customers.” — Doc Searls, The Intention Economy: When Customers Take Charge

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