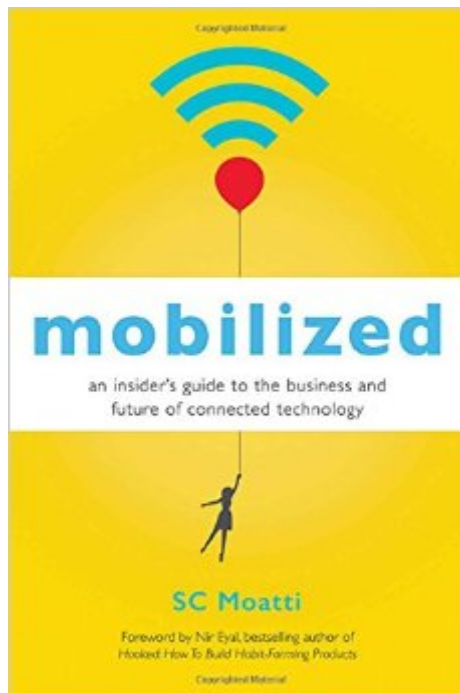


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Mobilized: An Insider's Guide To The Business And Future Of Connected Technology



Synopsis

Mobile has now become such an integral part of how we live that, for many people, losing a cell phone is like losing a limb. Everybody knows mobile is the future, and every business wants in, but what are the elements of mobile success? SC Moatti, a Silicon Valley veteran who was an executive with Facebook, Trulia, and Nokia, gives businesses and professionals simple ways to thrive in this modern day "gold rush." • More than a book on technology, this is a book about human nature and what matters most to us. Moatti shows that because mobile products have become extensions of ourselves, we expect from them what we wish for ourselves: an attractive body, a meaningful life, and a growing repertoire of skills. She has created an all-encompassing formula that makes it easy for any business to develop a strategy for creating winning mobile products. Her Body Rule dictates that mobile products must appeal to our sense of beauty "but beauty in a mobile world is both similar to and different from what it means offline. The Spirit Rule says mobile products must help us address our deepest personal needs. And the Mind Rule explains that businesses that want to succeed in mobile need to continually analyze the user experience so they can improve every iteration of their products. Moatti includes case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more. The market is full of how-to books for programming apps, but no works examine what is required for success in the mobile era. Until now.

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Customer Reviews

If you are expecting a dry tome of code and programming related material, you're not going to get

it! Instead of a tech-heavy litany of specs, we are treated to a real dissection of what makes us humans so attached to our technology and specifically our mobile technology. The author takes great care to guide us through the reasons we love our mobile devices; the science, yes, but also the art, the psychology, the emotions that the designers of the tech manipulate to "make" us love our devices. With a broad and deep look at the motivations and reasons, she leads us through such topics as impressionism, Freudian psychology, how simplicity and elegance makes us like one mobile site versus another and many other avenues of exploration. A truly fascinating deconstruction of what would seem to be a rather simple topic, becomes an extremely complex and interesting look, not just at technology, but at what it means to be human and how that humanity is "mined" to design the latest and greatest mobile apps. I am a long-time techie and holder of many US patents and most of my time is spent on the bits and bytes of technology; it was refreshing to read a book where human motivation, emotion and appreciation for art have supplanted the pure "techie" type manual. Thought provoking and fascinating.

This is an outstanding review of history of web technology and provides a great explanation for the origins of mobile and how its importance and complexity is largely misunderstood today; it took established companies 10 years to understand the value of websites. The author wonders aloud how long it will take for a true understanding of the importance of mobile to become mainstream. Mobile is a new shift and as SC eloquently describes the shift to mobile from web-based technology is analogous to the shift to impressionism from realism in the history of art; she explains how realism champions struggled so deeply with the status quo as the influence of impressionism grew. One great point is that you cannot stuff a website onto mobile and expect success. Whether you call it human-centered design or user-centered design, conception for the design of the product is rooted in empathy. Mobile product designers have to work on building trust, then personalizing the experience to delight the user and impart meaning. Millennials are the architects of the mobile revolution and SC wisely points out that mobile is not just technologies but is actually a distinct culture. If you aspire to build mobile into your business, then you must connect the dots between the inverse relationship of industrial management styles and attracting millennial, digital talent who has been coding, playing with computers, and generally acting as connected, digital natives their whole lives. The purpose of this review is simply to encourage you to read or listen to this book and barely scratches the surface for the compelling business, technical, and design themes thoughtfully articulated.

Like a wand a smartphone with its beautiful apps amplifies us humans. Not a word about the mobile network enabling this mobile revolution. The book reads like a high-school essay, or collection of blog posts, sometimes naive, sometimes worse. Did you know that people in India still use SMS and data?) Did you know that Nokia lost smartphone battle to Apple because they are Finns and it's cold in their home country so they thought nobody would tap a touchscreen with their bare hand? Bought the book because of unanimous praise. Disappointed.

Wonderful book. I am not in the IT/tech industry, but I am curious about the mobile phenomenon. This book helped me understand what is going on, why, and where it is taking us. The information is extremely clearly set out and explained, which makes it perfect for a layperson like me. Further, her advice can be applied to all areas, not just mobile. But the brilliance of Moatti is to have added a layer of cultural and historical context so that the reader understands how the mobile revolution is impacting history itself and not just the gadget in our hands. Highly recommended!!

Mobilized is a fantastic look at the impact of mobile on today's society. Moatti's rules gives the non tech reader a real "ah ha" moment once they stop reading the book and have a chance to put a mobile phone in their hand. Readers won't look at the phone or mobile in the same way again.

I love this book! In fact I love it so much I've bought the hardcover, audible version (which is probably my favourite) and the kindle version. So the obvious question is why? I've been developing mobile apps for years, both B2B and B2C and for some rather large brands as well as startups. I've also been developing web sites since the mid 90's. So why do I need this book? It really puts everything that's great about mobile apps into a framework that I can use to discuss apps with my clients and stakeholders. It's so hard to rise above features and really talk about the real benefits. I have a few I'd definitely add but this book gives you a great framework to start! Really looking forward to your next book! Thanks!!!

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