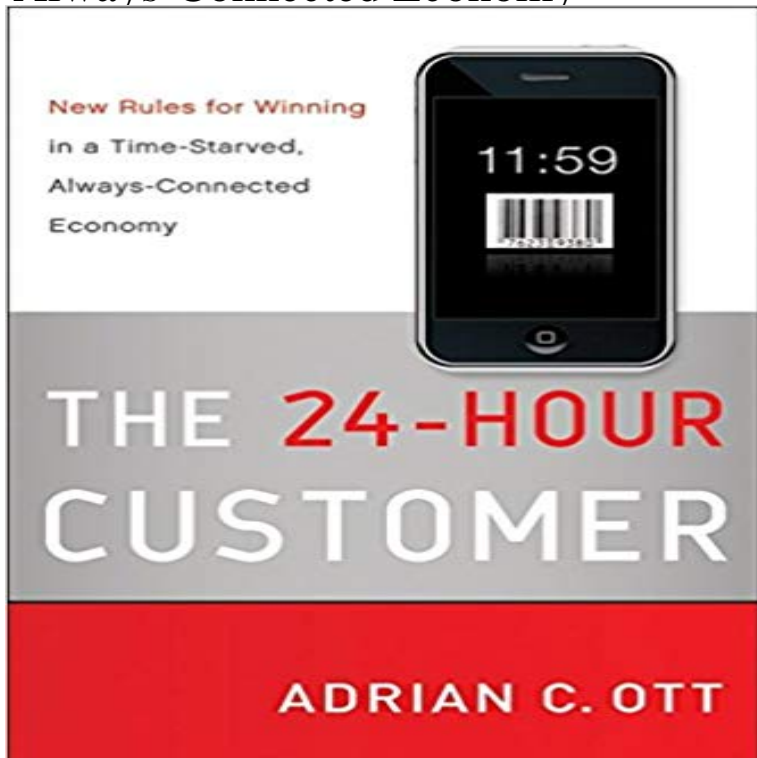


# The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy



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Time is not money. Time is more important than money. Today's customers are overwhelmed, overworked, and overstressed, and it seems that everyone--from CEOs to soccer moms--is short on time and inundated with information. As a result, despite the availability of 24/7 commerce and countless ways of engaging people in our multiscreen (mobile, TV, and PC) economy, companies find it more difficult than ever to claim even a fraction of the 1,440 minutes in their customers precious 24 hours. In *The 24-Hour Customer*, Adrian C. Ott, CEO of a successful Silicon Valley consultancy, argues that companies need to strategically harness the ebbs and flows of customer time and attention in order to win in today's competitive landscape. She explores the economics of time and attention, including why customers will devote hours addicted to social networks, yet will say I have no time! to other offerings. Based on extensive research and real-world results with market-leading companies, this book provides tools, such as Time-Value Tradeoffs and Time-ographics, that pinpoint opportunities to increase revenue

and gain market traction. Filled with fascinating case studies from companies like Johnson & Johnson, Amazon, and iPhone app start-ups, The 24-Hour Customer offers fresh ideas for capitalizing on the elements of time, attention, and value to innovate never-before-considered products, services, and programs for today's Uber-connected, multitasking customer. Readers will discover how: Time-Slicing:

How breaking a product into smaller time segments opens up new markets of customers that were too busy to consume the offering in the past. Examples: Twitter (microblogging); Digital Chocolate (mobile phone games that Seize the Minute). Time-Magnets: Why more time is more money. How to tap into triggers that extend the amount of time that customers spend with your business. Time on Autopilot: How P&G leverages inattention by enabling habit-formation for some of its most successful brands. Time-Shifting: Why giving customers control of their time increases sales. This book shares the latest strategic weapons for achieving market leadership and will change the way executives think about their businesses and their customers.

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