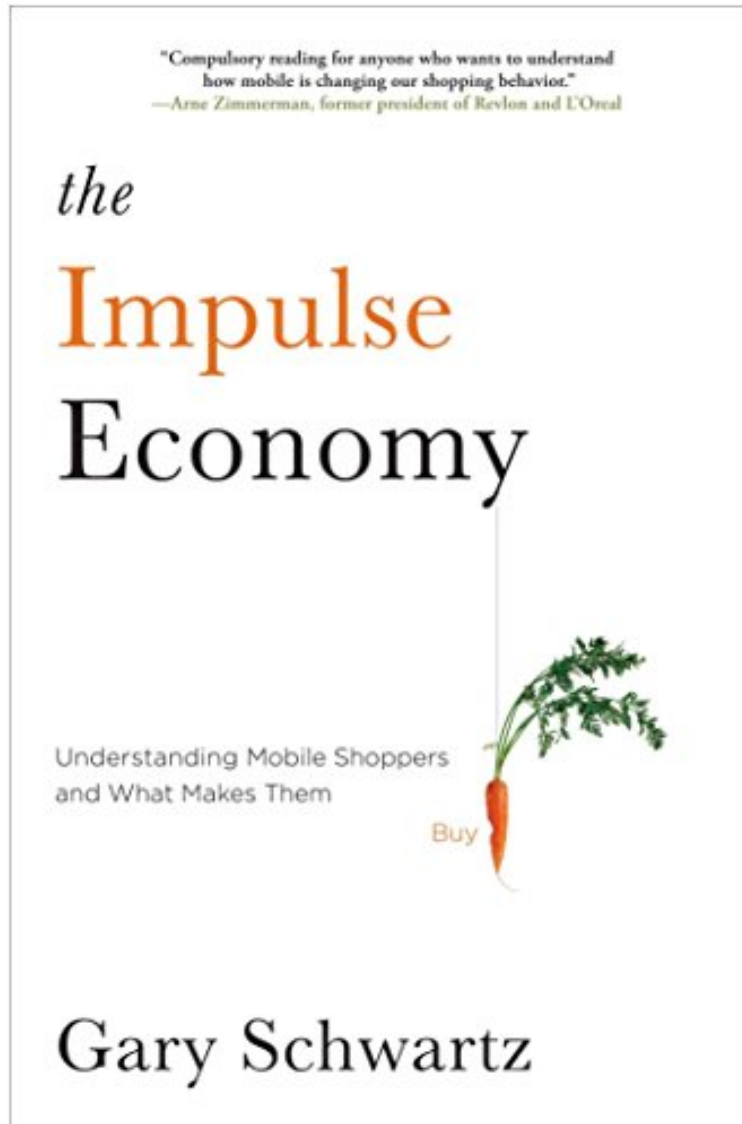


The Impulse Economy: Understanding Mobile Shoppers and What Makes Them Buy

Gary Schwartz

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0 of 0 people found the following review helpful. Impulse buy..By K. R.What can I say - I saw this Kindle book on and just had to buy it (wonder why). Happy with with my purchase.Actually this is a decent book on the subject.3 of 3 people found the following review helpful. Struck the balance of extremely timely and deeply insightfulBy

ExplosiveBrandGrowthGuyI'm a marketer, and spend a considerable amount of time staying well versed in the mobile space. However, one of the big challenges I always find is that things are happening so quickly that your learning usually comes from either hands-on experience or blog posts. Blogs are great, but tend to reflect little more than streams-of-consciousness with limited (if any) analysis. Of all the marketing related books I've read, this is pound for pound a worthwhile read. He dives into hot button topics like QR codes (why it is huge in Japan and will never tip here). And mobile, where he credibly argues how mainstream adoption is not going to happen anytime soon. (The ecosystem is far more complex with point of sale infrastructure, fraud risks for the payment clearing houses, etc). He also does a great job explaining in simple terms how people on mobile are not just using a small screen, but are also often using one finger to interact with it. Yet there are vast untapped opportunities because of where they (out and about) are and the ability to target them. Whether you own a pizza parlor or are part of a major corporation you'll get some useful insights here. People IN the mobile space should read it to gain some much needed perspective.3 of 3 people found the following review helpful. Mobile Industry Must ReadBy F. GellatlyAfter attending a presentation by Gary Schwartz at an industry event, I was motivated to read his book "The Impulse Economy". As a marketer interested in understanding how mobile can drive sales for my company, Gary's book provided all the right content. From the history of mobile to how mobile technology can help create a deep relationship with customers and drive sales, this book is clearly written by an industry leader whose passion for the industry and pushing it forward is expressed on every page. Great read, great content -- highly recommend it. Fiona Gellatly, VP Marketing - InComm

We live in a world where our mobile devices have become extensions of ourselves. We depend on them for instant connections to entertainment, social media, news, and deals. The phone has become our ticket, loyalty card, and catchall wallet. Networks are faster, phones are smarter, and the mobile shopper is ready to spend money now. What can a business do to maximize the mobile buying power of the new impulse consumer? Gary Schwartz has written a groundbreaking book that outlines the history of the mobile industry and shows just how businesses can build up their mobile platforms to maximize online sales. Here's how to minimize barriers between the shopper and a sale; How marketers can connect and, more important, reconnect with loyal shoppers; The technology available now and what's coming soon; and how to pick a solution that will deliver results. But like Blink or Freakonomics, this isn't just a book for businesses. It's also an eye-opening look into the ways our economy is changing every second of every day. Gary Schwartz analyzes a phenomenon that's modifying people's actions and challenges our assumptions about our behavior as consumers. Anyone interested in the ways our behavior as shoppers is changing and what we can do to better harness this opportunity will find this book to be essential reading.

"An incredibly well thought out account of our mobile past, present, and future. Must read for anyone interested in how mobile commerce really works." --Erik Vlugt, Vice President of Product Marketing, VeriFone "Mobile services are changing the way shoppers shop. Brands need to think outside of traditional advertising options to reach this new consumer. Gary's book is a perfect resource for any retailers and marketers looking for options." --Martin Lange, Executive Marketing Director Worldwide Lead for Mobile Ogilvy "A crash course in making mobile work. "The Impulse Economy" is a must read!" --Shelly Palmer, NBC Universal host of "Live Digital with Shelly Palmer," leading author and blogger on digital media. "Gary hits at the heart of the mobile shopper. Gary's observations and insights build upon the lessons of the past in creating a unique consistent user experience across all modes of marketing and caution readers from repeating the mistakes of the past "His first book is both a road map for the future of mobile commerce and a well of much-needed historical and behavioural context about shoppers today." --Filter Magazine "An incredibly well thought out account of our mobile past, present, and future. Must read for anyone interested in how mobile commerce really works." --Erik Vlugt, Vice President of Product Marketing, VeriFone "Mobile services are changing the way shoppers shop. Brands need to think outside of traditional advertising options to reach this new consumer. Gary's book is a perfect resource for any retailers and marketers looking for options." --Martin Lange, Executive Marketing Director Worldwide Lead for Mobile Ogilvy "A crash course in making mobile work. The Impulse Economy is a must read!" --Shelly Palmer, NBC Universal host of "Live Digital with Shelly Palmer," leading author and blogger on digital media. "Gary hits at the heart of the mobile shopper. Gary's observations and insights build upon the lessons of the past in creating a unique consistent user experience across all modes of marketing and caution readers from repeating the mistakes of the past with a bespoke approach to mobile." --Tim Heffernan, VP of Innovation, NCR Corporation "Compulsory reading for anyone who wants to understand how mobile is changing our shopping behavior." --Arne Zimmerman, Former President of Revlon Avon "Next generation technologies such as Near Field Communication (NFC) will spur a revolution in mobile consumer behavior. Gary paints an powerful vision of this new "tap economy" for retailers and brands." --Craig Tadlock, CEO of Wireless Sensor Technologies "Mobile technology is changing the way brands connect with consumers. As an early adopter and passionate evangelist for mobile, Schwartz inspires and drives our thinking and strategic planning offering a glimpse of the future and a path to it. His book

spotlights his experience imparts tremendous confidence in how we'll navigate the future of mobile."

—Jessica Rotnicki, VP Global E-Commerce, Estee Lauder Companies "As mobile devices expand payment and proximity marketing capability, new methods to interact with buyers are emerging for brands and retailers. The Impulse Economy provides a comprehensive view of these channels and offers expert insight to anyone interested in understanding this new world."

—Gavin Kim, Vice President of Samsung Mobile Content Services and Enterprise Mobility "Mobile marketing and commerce is impacting the way the industry designs across all screens. The Impulse Economy is an essential roadmap for all marketers."

—Joe Lalley, VP of Digital Products at MTV Networks "Gary identifies the new mobile drivers that are completely changing the interaction between content and consumer. The Impulse Economy identifies mobile business strategies, that are guaranteed to grow your mobile business and commerce."

—Ralph Simon, Chair Emeritus of the Mobile Entertainment Forum and father of the ringtone.

About the Author Gary Schwartz began his career as a columnist in Japan and later became an anchor on Asahi Television. He ran number of technology startups before founding Impact Mobile, a mobile technology company specialized in retail and brand solutions, in 2002. Schwartz has played a leadership role in the mobile industry, founding the mobile committee for the Interactive Advertising Bureau (IAB) in 2005 and presently serving as North American chairman of the Mobile Entertainment Forum (MEF). In this capacity, Schwartz is developing a global mobile commerce practice to service brands, retailers, and content owners. He lives with his family in Toronto.