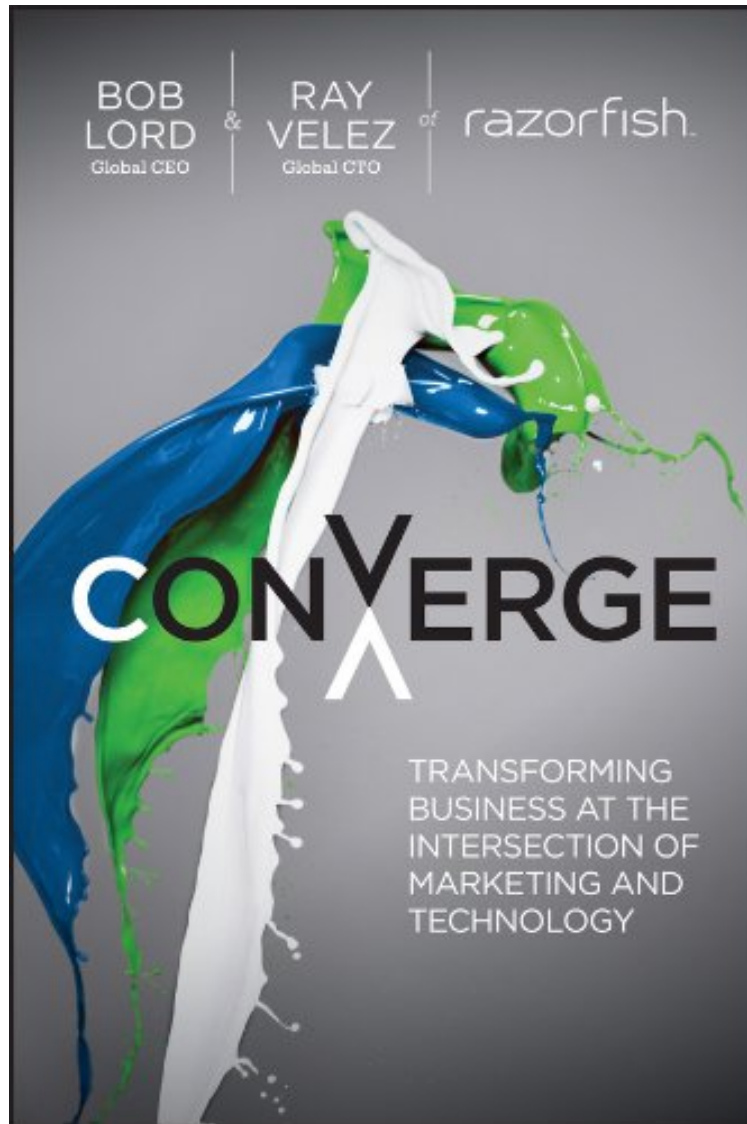


(Download) Converge: Transforming Business at the Intersection of Marketing and Technology

Converge: Transforming Business at the Intersection of Marketing and Technology

Bob W. Lord, Ray Velez

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Bob W. Lord, Ray Velez : Converge: Transforming Business at the Intersection of Marketing and Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised Converge: Transforming Business at the Intersection of Marketing and Technology:

2 of 2 people found the following review helpful. Marketing technology now wags the dogBy Michael SagalynIn recent years, marketing technology budgets have exploded. Converge frames this emerging trend in a fresh way, and so delivers insights that you can apply at the office tomorrow. Authors Lord and Velez of the digital agency Razorfish

introduce the new triple helix of marketing science--a structure whose intertwined strands (creativity, technology, and media) are connected by an array of newly discovered organizational imperatives. The intersection of art and science is not an easy territory to mine. There have been numerous works on left/right brain thinking. These works usually focus on the individual. Fewer books have tried to apply such cross-disciplinary thinking to the organization. Thankfully, *Converge* makes sense of this under-leveraged space, and does so with the right mixture of abstraction and practicality. Coincidentally, *Converge* was published within one week of the 54th anniversary of C.P. Snow's "The Two Cultures," a seminal paper delivered as part of the prestigious, centuries-old Rede Lectures at Cambridge University on May 7, 1959. [LINK: http://en.wikipedia.org/wiki/The_Two_Cultures] A common thread between Dr. Snow and Messrs. Lord Velez is the idea that the integration of qualitative and quantitative thinking is compulsory. *Converge's* special contribution to the "Two Cultures" canon is rooted in the quick, deft strokes with which the authors portray the new digital/social/mobile/local media landscape. They also prescribe ways in which cross-disciplinary teams can iteratively deliver brilliant consumer experiences. Razorfish's culture is based on convergence principles. The question for clients becomes: is it possible to optimize one's marketing spend if the culture and the organizational structure behind a brand is not also on a path toward transformation. 4 of 4 people found the following review helpful. inspiring useful read! By 1008 Normally I find myself skimming business and marketing books, gleaning what I need. This book was very different... I found myself actually reading the book and getting numerous points of inspiration and the book is useful enough for practical application in real situations. I've used the book and referenced it a ton already. I actually bought both the digital version after getting the hardcover version so I had something more travel friendly. I still like paper for bedside.... 0 of 0 people found the following review helpful. ... I recognized in this book all the things I hated about that world By Ryan Having worked in the marketing communications realm at a Fortune company I recognized in this book all the things I hated about that world. The jargon and everything-is-impossible-to-define-so-everything-sounds-profound nonsense. It's a giant self pay on the back for Razorfish with 'work together' and 'figure out how to measure what you're doing' smattered in.

The leaders of Razorfish share their strategies for merging marketing and IT To create rich, technologically enabled experiences, enterprises need close collaboration between marketing and IT. *Converge* explains how the merging of technology, media, and creativity is revolutionizing marketing and business strategy. The CEO and CTO of Razorfish, one of the world's largest digital marketing agencies, give their unique perspective on how to thrive in this age of disruption. *Converge* shares their first-hand experience working closely with global brands including AXE, Intel, Samsung, and Kellogg to solve business problems at the collision point between media, technology, and marketing. With in-depth looks at cloud computing, data- and API-enabled creativity, ubiquitous computing, and more, *Converge* presents a roadmap to success. Explains how to organize for innovation within your own organization by applying the principles of agile development across your business Details how to create a religion around convergence, explaining how to tell the story throughout the organization Outlines how to adapt processes to keep up with and take advantage of rapid technological change A book by practitioners for practitioners, *Converge* is about rethinking business organizations for a new age and empowering your people to thrive in a brand, new world.

Stands out from other marketing books by offering valuable insights into the vast changes that are upending a broad range of industries provide[s] a fresh lens for evaluating an industry in rapid transformation. (Financial Times, May 2013) From the Inside Flap Marketing and technology have been two separate worlds, speaking different languages, using different processes, and valuing different kinds of talent. For businesses to succeed today, this has to change. Marketing and IT must "converge" in order to create rich, technologically enabled digital experiences that engage, delight, and serve the consumer. It's easier said than done, but the reality is stark: the lines between creativity, technology, and media are rapidly blurring, revolutionizing marketing and business strategy and empowering the consumer. It's a convergence that's filled with opportunity and fraught with challenge; and one your organization can't afford to ignore. Authored by the CEO and CTO of Razorfish, one of the world's largest digital marketing agencies, *Converge* shares their firsthand experience working closely with global brands including Unilever's AXE brand, Staples, and Mercedes-Benz USA to solve business problems at the collision point between media, technology, and marketing. With an in-depth look at cloud computing, data- and API-enabled creativity, ubiquitous computing, and more, *Converge* presents a road map to success. It explores why and how this convergence is happening and explains how to restructure your organization to thrive in an age of constant disruption. *Converge* offers real-world examples of how the consumer voice has changed and what to expect in the future, addressing topics like business transformation, omni-channel commerce, mobile, and interactive marketing. You'll learn how to create a religion around convergence, telling the story throughout your organization and inspiring your workforce to believe in its importance. And you'll get critical insights on how to: Place the consumer at the center of your thinking Apply the principles of agile development across all marketing functions Adapt processes to keep up with and take advantage of rapid technological change Break down silos, cross train, and embrace the power of partnerships Adopt next-generation storytelling techniques in order to reach your audience Convergence is the key to reaching customers in the

new world of digital communication. It's time to rethink your business, and empower your people. From the Back Cover Praise for *Converge* "Converge delightfully explains why marketing and technology have never been more intertwined and how your organization can and must adapt. If your job is about communicating on behalf of a brand—at an agency or client organization—and you're looking for a practical and innovative guide to thriving in this age of disruption, this book is for you." —Tim Armstrong, CEO and Chairman, AOL Inc. "As a CEO whose business is at the intersection of technology and marketing, I know how important it is to understand and adapt to this powerful shift. *Converge* tackles important issues for digital communicators in today's hyperconnected marketplace. This book is not just a recap of the latest innovative technology; it explains how leaders can empower their teams to thrive. It should generate some great conversations." —Shantanu Narayen, President and CEO, Adobe "At Razorfish, Bob Lord and Ray Velez have witnessed advertising's technology-enabled shift from passive, traditional messages to the re-imagining of brands as services and experiences. With firsthand accounts and practical insights, their book makes a chapter and verse case for a future based on collaborative creativity and an open source agency model that can produce multiple ideas for multiple audiences. By dissecting the disruptions deployed by brands as diverse as AXE and Audi, *Converge* presents a cogent argument for a future where art and science intersect, where Data, not Don Draper, is the true messiah." —Paul Kemp-Robertson, Cofounder and Editorial Director, Contagious Communications