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Tap: Unlocking the Mobile Economy (MIT Press)

Anindya Ghose

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Tap: Unlocking the Mobile Economy (MIT Press) Anindya Ghose

Let's say you're out of something, or you need something, or you want something. Then, seemingly out of the blue, an ad or an offer pops up on your phone to say that very thing is now available at the next store on your right. Did the store read your mind? No. Rather, it drew on data you had tapped into your phone. In *Tap*, Anindya Ghose welcomes us to the mobile marketing revolution of smartphones, smarter companies, value-seeking consumers, and personalized, curated offers. Drawing on his extensive research in the United States, Europe and Asia, and a variety of real-world examples from different industries around the globe, Ghose investigates what consumers do with their smartphones and how businesses can use knowledge of this data trail to improve their products and services.

Two-way street interaction between consumers and firms, Ghose says, creates a feeling of intimacy and connection that benefits both customers and businesses. Research shows that people are willing to exchange their information for relevant value. But companies should strike a balance; the smartphone should play the role of a personal concierge, not a stalker. Ghose explains the best way to harness the power of mobile data and deliver value to consumers. He identifies nine forces that drive purchasing decisions -- among them saliency, crowdedness, trajectory, and weather -- and examines these forces separately and in combination, drawing on consumers' responses in the real world. *Tap* offers a vivid illustration of the future of mobile.

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