



# Big Social Mobile: How Digital Initiatives Can Reshape the Enterprise and Drive Business Results

*David F. Giannetto*

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It's easy for today's leaders to fall into the trap of accepting trendy big-data, social media, and mobile technology initiatives as the norm: "cool" initiatives that generate only superficial results. Seduced by their promise but concerned by their complexity, many leaders allow these initiatives to be implemented in isolation—segregated from what has traditionally driven organizational success and far removed from tangible business results.

*Big Social Mobile* shows how big data, social media, and mobile technology can be used differently. Integrated into each other and into the enterprise itself, these digital initiatives can deliver tangible value, drive the achievement of strategic objectives and even create competitive advantage. David Giannetto shows business, marketing, and technology leaders how to make the most of these initiatives, dispelling the common beliefs that divide traditional organizational efforts from these new digital efforts, traditional enterprise data from big data, and today's new social consumer from enterprise functions. The result is a socially aware, information-empowered organization designed to reinforce rather than diffuse its connection to consumers, provide a consistent experience across all channels and influence consumer behavior to its best advantage. *Big Social Mobile* highlights the importance of defusing fragmentation and connecting what feels very new—the digital revolution and the big, social, mobile initiatives that accompany it—to a more traditional business perspective. Outlining straightforward methods that connect the digital world to the people, process, technology, and information within an organization, Giannetto uses case studies and personal experience to demonstrate how to create a Big Social Mobile enterprise that operates, communicates, and interacts seamlessly across both the physical and digital landscape today's consumers inhabit.

*Big Social Mobile* is for today's leaders interested in harnessing the combined power of big data, social media, and mobile technology within their organization to achieve significant, tangible business results. Giannetto provides eye-opening advice and direction for those who sense that a forward-thinking mindset and an integrated approach are necessary to remain competitive in the new social economy.

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