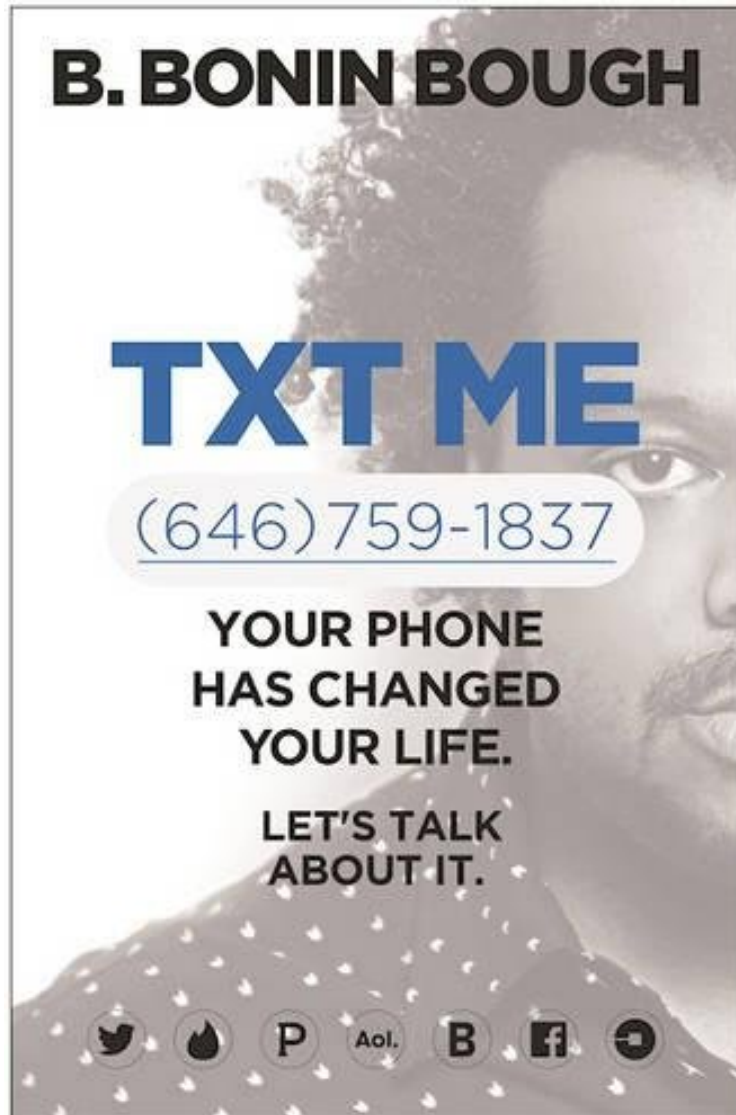


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Txt Me: Your Phone Has Changed Your Life. Lets Talk about It.

B. Bonin Bough

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0 of 0 people found the following review helpful. Wow! This book changed how I see marketing and the world around me...By AnitraI laughed, I cried, I learned. I initially thought this would be a marketing guide from someone who is well-positioned to give such advice. Bonin Bough is, as so many sources attest to, a celebrity in his own right due to his many ground-breaking marketing feats. But...this book floored me. It became evident that his successes are simply

outgrowths of his deeply felt connection to people and life. He is as philosophical as he is technical. Capable, but humble. In high demand, but avails himself to the world around him. The tone of the book is more like an older brother sharing about his life-changing experiences after he left home for college than it is a self-help book from a high-powered executive (which he is). It's been a while since I've read a book that not only challenged my business aptitude, but also challenged my relationship to the world. Bravo! One of my favorite books now. 1 of 2 people found the following review helpful. Vital reading...and fun By Alan Glazen Brilliant, inciteful and fun to read. Bonin shares some really smart observations and shows you how to act on them. Viral reading! 0 of 1 people found the following review helpful. Excellent By Darren Ingram_dot_com We love and are dependent on mobile devices, even if we don't know it or decline to admit it. Invariably we carry our device everywhere, such as a child's comfort blanket, and interact with it in so many different ways. If the comforter is not bleeping or giving us comfort (content) we can feel alone, disconnected and out-of-touch. All this development in a relatively short period of time. Where would we be without it? So this excellent book looks at the world of mobile devices and how they have become a central part of many of our lives, even if we are far from being mobile addicts who go around with earphones lodged in ears almost 24x7, being a slave to social media apps that demand our attention. It is more than just an observation about a phenomenon or a nerdy-look at mobile technologies. It draws in creative and operational insights from many top companies, looking at the often counterintuitive ways mobile devices reshape the way we experience, consume, interact and even think. It is not a oh no, the sky is falling! expos, nor a everything is perfect hagiography. It is just a great, balanced and engaging book. Some of the supporting information gave a lot of additional data-points into marketing, advertising and corporate activities too. There is also a bit of a quirky feature with the book. On its cover is a U.S. mobile phone number and the author poses a number of questions within the chapters, encouraging the reader to text back their answers. This reviewer has not tested it, but the author promises to personally reply with his comments too! Otherwise the book is exactly what you expect, copious endnotes and references to let you dig even deeper, a great story and an engaging storyteller. It is a different kind of book, that is for sure, but one worthy of your reading consideration. It could be better described as a very long essay, a love poem to technology, that looks at technology, society, digitalisation and much, much more! Something to get you thinking, reflecting and possibly reacting. To close off this review, did you know that (according to the author) around 5.1 billion people on our earth, of about 7 billion people, possess a mobile phone. The number of people who possess a toothbrush by comparison is much lower!

What's bigger than the internet? Putting it in every pocket, and in every purse. This changes everything, in ways we are only beginning to understand. Mobile devices have become staples of daily life, and our nonstop use of them has changed society . . . forever. In *Txt Me*, B. Bonin Bough, one of the world's leaders in digital marketing, explores the exciting impact and future implications of mobile devices and digital communication on individuals, companies, and society. Including insights from the minds behind Coca-Cola, Conde Nast, NASCAR, and Twitter, Bough breaks down the often counterintuitive ways mobile devices and digital data are reshaping the way we experience, consume, and think, including: Why consumers now have more control of their shopping and spending How mobile phones have actually "rescued" language Why parents not kids should put down their phones How our relationship with politicians has evolved and improved Why cell phones have improved our interaction with our surroundings not hindered it How mobile devices are enabling us to better monitor, and enhance, our personal health *Txt Me* is a fascinating, funny, entertaining exploration of how our mobile society is changing the way we are behaving, reacting, thinking, learning, parenting, dating, having sex, eating, worshiping, exercising, and buying. It will challenge, surprise, provoke, and inspire you. Yes, the number on the cover is real. Text B. Bonin Bough at (646-759-1837) with your answers to any of the questions called out throughout the book. He will text back with his thoughts. Just remember to include the hashtag of the question you're answering in each text! Participating in the *Txt Me* experience may unlock exclusive deals and special offers. As your contribution is most important, please keep in mind that standard carrier rates regarding SMS or data may apply, and you can opt out whenever you wish by texting Stop.

Bonin Bough is one of the most important change agents in marketing; his knowledge of mobile marketing is second to none. One of America's most energetic mobile believers and a true friend, Bonin brings his unique sermon on mobile from the pulpit to the page. Carolyn Everson, VP of Global Marketing Solutions at Facebook Surprising and insightful. . . . Bonin reveals the many different ways in which mobile technology can impact our lives. A powerful message that affects us all. Peter Guber, producer, owner of *Warriors* and LA Dodgers Bonin is a scientist in marketer's clothing, studying the nature of communication between people through networks the way a biologist would observe ants touching antennae. His insights are not mere intuitions, but rigorous, workable, and applicable lessons in the transmission and dissemination of ideas. Douglas Rushkoff, author and innovator *Insightful in-the-trenches* look at how businesses can transform themselves with digital and how individuals are having their lives transformed by mobile. Gary Vaynerchuk, entrepreneur and leader