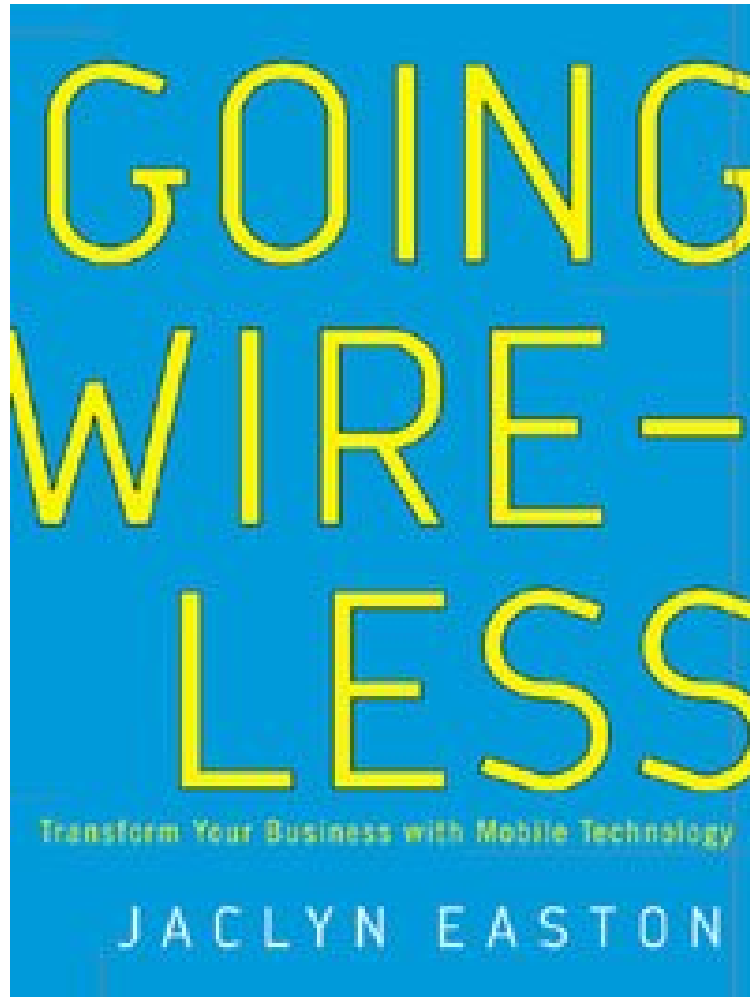


# Going Wireless: Transform Your Business with Mobile Technology

Jaclyn Easton

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**Jaclyn Easton : Going Wireless: Transform Your Business with Mobile Technology** before purchasing it in order to gage whether or not it would be worth my time, and all praised Going Wireless: Transform Your Business with Mobile Technology:

0 of 0 people found the following review helpful. Enjoyed Every Bit!By Roy SmithI bought this book after I realized that it was written by Jaclyn Easton, she is known as a LA Times columnist for seven years and back in 1999 she authored Striking it Rich which became a best seller.Everyone hates waiting for an open electrical socket at Starbucks and the true functionality that consumers want and expect from a useful wireless power system is the ability to charge a device wherever it is and not simply to charge it without a cable.I truly believe in the future of Wireless and I like the different use case scenarios of wireless charging presented in this book and its interesting to see where wireless charging is heading and how businesses are adopting them. I really enjoyed reading this book.1 of 2 people found the following review helpful. Expanding the promise of the internetBy Michael HumphreyJaclyn Easton does a terrific job

of painting a complete picture for business people on how to drive profits and improve business through wireless. She flows from example to example to show how mobile technologies are already changing our business practices, from improving supply chain efficiency to finding new ways to deliver value to customers. What struck me when reading *Going Wireless* was the realization that wireless greatly extends the potential of the internet and frees us from the tether of our desktop computers. This is a must read for all business leaders. 1 of 1 people found the following review helpful. A good book on new business opportunities By W.G. The book presents a wide range of business cases as well as scenarios where wireless technology is used or can be used. The author sometimes gets too excited about the potential of the technologies involved but she proves that, at least in some areas, wireless is revolutionizing business, creating business value by providing convenience, mobility, agility and improved data accuracy.

*Going Wireless* delivers the unexpected by showing how wireless is transforming every type of enterprise from micro-businesses to multi-national conglomerates. Award-winning technology journalist Jaclyn Easton begins with an in-depth look at owning your customers and clients through mobile commerce; whether your company focuses on consumers or business-to-business. From there you will learn about the advantages of wirelessly fortifying your mobile workforce of itinerant executives, sales personnel, and field service technicians as well as how wireless is dramatically redefining customer service, marketing, and advertising. *Going Wireless* also delves deep inside the corporation. First you'll find out why most companies are "handsizing" in addition to deploying wireless technology to rejuvenate warehouses, supply chains, procurement procedures, data collection, competitive intelligence, and much more. The best part is that these scenarios are supported by over 40 brand-name success stories, including: How Sears saves millions by wirelessly enabling 100 percent of their appliance repair technicians; How the Gap proved that by sewing wireless technology in their clothing they could reduce labor distribution costs by 50 percent; How McKesson; a Fortune 40 corporation; used mobile technology to entirely eliminate all their manifest imaging costs. While most people associate wireless with cell phones and Palm handhelds, you'll also learn that wireless has been around for over 100 years and has spawned mobile options you've never heard of and is being used in ways you've never imagined. This makes *Going Wireless* the perfect book for executives and managers who need a comprehensive overview of the wireless options that can make their companies more competitive, more productive, and more profitable.

.com A surprising array of sophisticated electronic applications that have no need for a tethering umbilical cord are already transforming the way we live, work, and play. *Going Wireless* analyzes many of these personal, professional, and leisure-time operations now in use by organizations ranging from Sears to the Dave Matthews Band to the Dominican Sisters of Mission San Jose, and projects ways their descendants could become even more ubiquitous. Jaclyn Easton, a Los Angeles Times columnist who profiled e-commerce pioneers in *StrikingItRich.com*, looks here at how the Internet revolution is evolving into a wireless reality. "Have you ever waved a Speedpass wand to buy gas at a Mobil station? That's wireless," she writes. "Did you ever rent a car with a global positioning system giving you directions as you drove? Did you know that clothing manufacturers are now sewing wireless technology into garments to track the item through both the supply chain and the retail chain?" In a manner that allows her to address weighty concepts without losing those of us who admit to being challenged by technology, Easton examines ways companies are using wireless technology externally to serve their customers and clients and internally to support their employees and suppliers. She additionally devotes a section to new businesses ("tracking what matters to you most"), markets ("Generation Y-erless"), and challenges (including privacy and security). The result is both provocative and enlightening. --Howard Rothman From Booklist Easton, columnist, author, and radio talk-show host, explores what wireless technology offers and how to apply it to business processes. She sees it as the future of communication, with portable devices used to send and receive information anywhere in the world in real time. Citing more than 30 companies that have successfully implemented the use of wireless technology, including Coca-Cola, Kraft, Avis, and Sears, she explains how, in integrating mobile technology, these companies reduced costs and increased productivity. The first section covers the external use of wireless in servicing customers, and the second section is devoted to internal uses. The third section considers new businesses that will develop from wireless, new markets that it will serve (especially Generation Y, ages 16 to 30, which now reports 40 percent usage), and the challenges of etiquette, security, and privacy. Easton contends, "As interface issues resolve, I guarantee you wireless will become the preferred method of Internet access and hence a world-changing invention." Mary Whaley Copyright copy; American Library Association. All rights reserved About the Author Jaclyn Easton is one of the world's only business technology futurists. She is best known as a Los Angeles Times columnist for seven years, an Emmy Award winner for her technology reporting for CBS News in Los Angeles, and the author of *StrikingItRich.com*, which in 1999 was .com's #1 bestselling entrepreneur/business book.