

Contents

The Digital Blur	1
What's Going On In The Blur?	7
Ten Action Principles	13
25 Digital Age Trends	21
Trend 1: Moore's Law Continues	25
Trend 2: Internet Always On	30
Trend 3: 24.7 On Demand	40
Trend 4: Faster Transactions.....	47
Trend 5: Faster Wireless Networks.....	52
Trend 6: Smarter Mobile Devices	56
Trend 7: Convergence	62
Trend 8: Technical Connectivity.....	67
Trend 9: Personal Connectivity.....	74
Trend 10: Niche Communities	82
Trend 11: Linked Corporate Ecosystems	87
Trend 12: Disintermediation.....	92
Trend 13: Transformation (Atoms to Bits).....	99
Trend 14: Mass Customization.....	106
Trend 15: Globalization.....	112
Trend 16: 100% Perfect Fit Products	122
Trend 17: 1 to 1 Marketing.....	127
Trend 18: Aggregation of Information	133
Trend 19: Physical Location.....	138
Trend 20: Low Cost Software & Cloud Computing.....	143
Trend 21: Popular Mass Culture	155
Trend 22: Trusted Brands.....	161
Trend 23: Peer Reviews & Recommendations.....	170
Trend 24: Loss of Control of Identity	176
Trend 25: Power to Consumers	184

viii

Contents Pages Preview
from *Catching Digital*



Your Digital RoadMap	189
What Are Your Options For The Future?.....	190
You and Your Pathway	199
Creating Your Digital RoadMap.....	201
10 Step Digital RoadMap Planning Process.....	213
Step 1: Your Business, Value & Web Presence.....	218
What Is Your Unique Selling Advantage?	220
Step 2: Develop Your On-Trend Vision & Strategies.....	223
Become The Chosen One	229
Step 3: Explore Your 5 Ps.....	232
Step 4: Study Your Benchmarks.....	243
Step 5: Re-Discover Your Key Customers.....	246
Step 6: Learn To Lead Your Community	249
Step 7: Grow & Connect Your Ecosystem Network.....	251
Step 8: Learn From Your Competitors.....	255
Step 9: Find Technology Opportunities and Gaps....	260
Step 10: Decide Your RoadMap	266
Using Your RoadMap.....	270
Choosing Technology	273
Why Smart People sometimes make Dumb Choices.....	274
21 Tips for Making Smarter Technology Choices	291
Your Journey	303
You Can Do It	304
"How's Business?".....	310
Where To From Here?	316
Acknowledgements.....	317
About The Author.....	319
A Few More Thoughts.....	321

ix

Catching Digital is available from
SmarterWebStrategies.com and
selected bookstores.