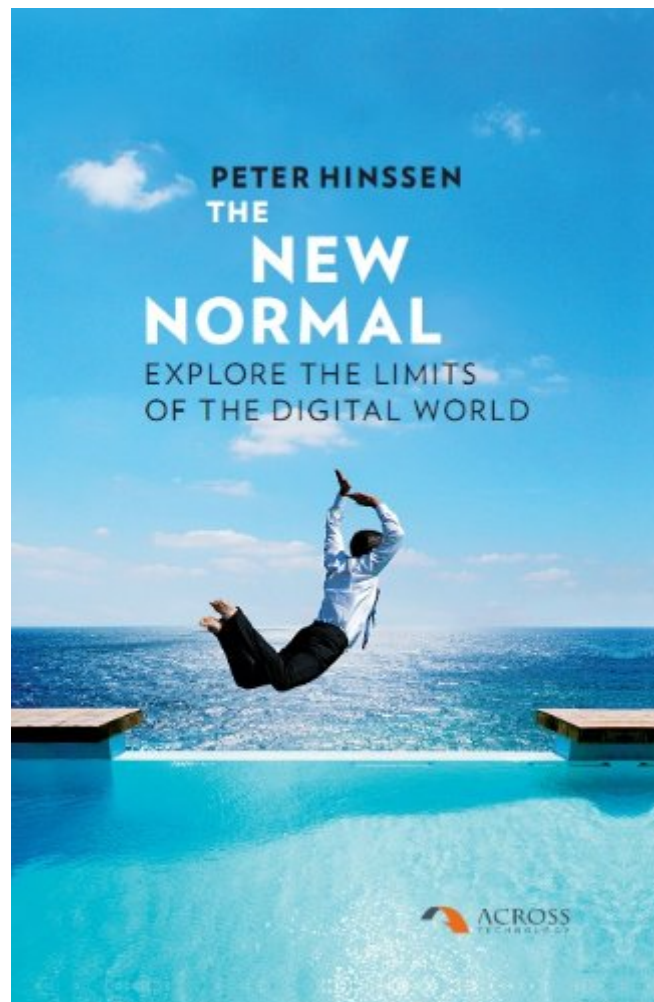The book was found

The New Normal

Synopsis

Peter Hinssenâ ™s second book, The New Normal (2010), describes the idea of the New Normal, a concept that states we are now halfway the digital revolution. And although we have already gone through a lot of changes, what lies ahead of us is will be even more challenging. The past 25 years were about technology getting into the hands of consumers. The next 25 years will see consumers, young and old, making technology part of everyday life. Digital has become the New Normal, and this will have an enormous impact on the way companies organize their communications with customers and the way they have to be organized internally.In The New Normal Peter presents how companies may address a society without digital limits. Quite poignantly, Peter points out that organizations are increasingly faced with customers and consumers who no longer tolerate limitations in terms of pricing, timing, patience, depth, privacy, convenience, intelligence. A number of new rules will apply in the New Normal. Consumers will have zero tolerance for digital failure. They will expect to get internet access anytime, anyplace. Internet and connectivity will be just as ubiquitous as electricity. Consumers will demand fulfillment of their information needs instantaneously. The effect on companies will be tremendous. They were just getting used to coping with an 24 hour economy, and now they will have to cope with the â ˆexperience economyâ ™: customers will demand interaction with providers of services and products on their conditions. They will expect the digital user experience to be easy and interesting. Every interaction with a customer must be viewed as a â ˆmake or breakâ ™ moment for the relationship with the customer. IT departments too will have to adopt a new way of working. They will have to react more flexible to the demands of the business side of the company. IT-departments were used to build big systems, now they will have to create small, flexible structures that can be adapted quickly. They no longer have to build pyramids, they must put up tents instead. In The New Normal, Peter Hinssen looks at the way companies have to adapt their information strategy, their technology strategy, their innovation strategy and the way they are organized internally. This book is an interesting read for any manager who is concerned with the future of his company as it is hit by the digital revolution.

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Customer Reviews

Peter Hinssen does a fantastic job explaining in plain english what the next era of technology will look like and how it will affect companies and individuals. He calls this "the new normal" referring to what will be the rules of the game in about a few years from now when it relates to the use of digital information, systems and tools.Starting from explaining the limits of the evolution of things like price, patience or privacy (related to technology and digitalization of information) he lays on the rules of the new normal to then engage in what will be the right customer and information strategies in that future era. In the final part of the book, Hinssen describes organizations, innovation and technology strategies in the new normal, giving good advice on the things to focus and change in order to adapt successfully to it.The book is an excellent mix of common sense, future vision and technology awareness that has taught me some good ideas that I try to apply in my daily work with customers, advising where and how technology evolves and what IT and R&D departments must do to lead with value and not be left behind by the emerging trends.I do recommend the book to everyone working in the tech world, whether you're in the IT/R&D department of a company or you are part of a vendor/SP/Tech Consulting firm that advices customers on IT solutions. Even if you're not a tech-lover, you'll for sure enjoy a view to the future and will find you smiling with some of the examples Hinssen gives to illustrate his points.

I am fortunate to work for a company that very recently brought Peter Hinssen in as a keynote speaker to kick off our worldwide user conference. Twenty minutes into his presentation I purchased the Kindle edition of this book from and read it that evening. Peter delivers a very powerful

message in a frank, uncomplicated and entertaining way. You will certainly think differently about what the future might hold for us after reading this book. As stated earlier, Peter is also a very accomplished speaker on this subject. I highly recommend attending a presentation of his if you can, you will not be disappointed.

I am an unabashed fan of Peter Hinssen's first book, "Business/IT Fusion", so I already had high expectations going in to this new book. My expectations were not only met; they were actually exceeded.While "Business/IT Fusion" was targeted primarily at CIOs looking to improve their relevancy to the business and their CEO, this book is aimed squarely at CEOs looking to better understand how to leverage technology to enable innovation in a world where being digital has become the new normal.The book's fundamental premise is that we are halfway through the digital revolution. The author's contention is that the first half was mostly about the technology itself. Having entered the second half of the revolution, it's no longer about the technology. Now it's about being clever with technology.Peter's writing style is highly engaging and his insights are spot on. He takes what might otherwise be a dry and esoteric discussion on technology and turns it in to an engaging conversation about how to lead your organization toward a bright future filled with technology-enabled innovation.Terrific insights for those of us living life at the intersection of business and technology. Highly recommended!

I saw Peter recently at our senior management held in Jemeppe. The best ever presentation I've ever attended woke up my interest in The New Normal. And I experienced the same feelings again when reading The New Normal. Fresh and provoking thoughts about the changes we are experiencing. It is difficult for a person above 50 to swallow everything at the moment of reading it but I must admit that "I have woin my mind and have become very interested in "The New Normal". Thank you Peter!

The Other Side of Normal: How Biology Is Providing the Clues to Unlock the Secrets of Normal and Abnormal Behavior Obstetrics: Normal and Problem Pregnancies (Obstetrics Normal and Problem Preqnancies) The New Normal It's Perfectly Normal (The Family Library) Database Design and Relational Theory: Normal Forms and All That Jazz (Theory in Practice) Dr. Bernstein's Diabetes Solution: The Complete Guide to Achieving Normal Blood Sugars Conquering Your Child's Chronic Pain: A Pediatrician's Guide for Reclaiming a Normal Childhood REVERSE DIABETES - LOWER BLOOD SUGAR TO NORMAL - BE DRUG FREE - END TESTING - BONUS: HOW TO KEEP

DIABETES OFF MEDICAL RECORDS (Diabetes Cure, Diabetes Diet) (HOW TO BOOK & GUIDE FOR SMART DUMMIES 1) Normal Accidents: Living with High-Risk Technologies Cognitive Behavioral Therapy: Break Through Depression, Free Yourself From Anxiety, And Understand Why You Don't "Feel Normal" - UNLEASH YOUR INNER GREATNESS An Adult Child's Guide to What's 'Normal' The Rules of "Normal" Eating: A Commonsense Approach for Dieters, Overeaters, Undereaters, Emotional Eaters, and Everyone in Between! The Normal Heart Eat Weird. Be Normal.: Med Free Brain Diet & Cookbook for Bipolar, Memory & Everyone who wants a Better Brain (Med Free Method Book Series 2) Normal Life: Administrative Violence, Critical Trans Politics, and the Limits of Law Why Be Happy When You Could Be Normal? Shyness: How Normal Behavior Became a Sickness Why Do I Still Have Thyroid Symptoms? when My Lab Tests Are Normal: a Revolutionary Breakthrough in Understanding Hashimoto's Disease and Hypothyroidism Normal Blood Test Scores Aren't Good Enough! Understanding Normal and Clinical Nutrition