
Windows 7 Fur Spateinsteiger

Net Worth

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JADA SWANSON

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Consumers already recognize the need to protect their privacy when using the Internet to communicate, browse for information, and purchase goods and services. With *Net Worth*, authors Hagel and Singer build an intriguing scenario in which customers take control of their personal data and refuse to surrender it without some compensation. As customers search for the best deal and the safest place for their information assets, an opportunity

emerges for firms to leverage new, web-based strategies and act as infomediaries--brokers or intermediaries who help customers maximize the value of their data. *Net Worth* constructs a new business model around the infomediary, and reveals the coming battle among infomediaries for customers' trust and private information. The authors examine the opportunities the infomediary will present for businesses and consumers alike, as customer-centric brands rise up as the primary source of new value creation, forcing companies to reassess the nature of their core businesses and their long-held beliefs about brands and marketing.