

# The Friction-free Economy: Marketing Strategies For A Wired World

**T. G Lewis**

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In The Friction-Free Economy: Marketing Strategies for a Wired World, T.G. ... The friction-free economy : marketing strategies for a wired world in . Find great deals for The Friction-Free Economy : Marketing Strategies for a Wired World by Ted G. Lewis (1997, Hardcover). Shop with confidence on eBay! E-Conomics: Strategies for the Digital Marketplace - Google Books Result ? The Friction-Free Economy: Marketing Strategies for a Wired World . The Friction-Free Economy: Marketing Strategies for a Wired World [Ted Lewis] on Amazon.com. \*FREE\* shipping on qualifying offers. Surpassing Traditional ... The Friction-Free Economy : Marketing Strategies for a Wired World . The friction-free economy : marketing strategies for a wired world. Author/Creator: Lewis, T. G. (Theodore Gyle), 1941-; Language: English. Edition: 1st ed. The Friction-Free Economy: Marketing Strategies for a Wired World . An in-depth look at Chris Anderson's Free and related theories . The friction - free economy : marketing strategies for a wired world /. by Lewis, T.G . Material type: materialTypeLabel BookPublisher: New York : Harper ... The Friction-Free Economy : Marketing Strategies for a Wired World 21 May 2015 . Download The Friction-Free Economy: Marketing Strategies for a Wired World ebook by Ted LewisType: pdf, ePub, zip, txt Publisher: ... Symbolic and Quantitative Approaches to Reasoning and Uncertainty: . - Google Books Result 12 Sep 1997 . The Friction-Free Economy: Marketing Strategies for a Wired World by Theodore G. Lewis, Imagine a world where supply no longer equals ... The Friction-Free Economy - TCI Management Consultants 1 Oct 1997 . Surpassing Traditional Expectations and Achieving Business Excellence in a Wired World. In the Wired World, notes Ted Lewis, former editor of ... The friction-free economy : marketing strategies for a wired world . How has the Internet changed the rules on business and economics . Book Review: The Friction-Free Economy: Marketing Strategies for a . Digital Play: The Interaction of Technology, Culture, and Marketing - Google Books Result That phrase sums up the essence of T.G. Lewis's breezy, slapdash book, The Friction-Free Economy: Marketing Strategies for a Wired World. It is also echoed in ...

Companies based on friction-free economy are disrupting entire industries. Accelerating change, creative destruction, and friction-free exchange are changes in the way the global economy is transforming, and there are vast opportunities for those who possess the brainpower, drive, ambition and excitement to learn. As technology shrinks the costs of running a business, many companies are unbundling themselves, outsourcing functions to others, crowdsourcing, and exchanging employees for contractors. Human capital becomes a service "available almost instantly. Medium to large businesses now hire Local markets were in charge of developing their own brand strategies. However, in recent years building a consistent and strong brand culture that remains familiar to consumers wherever it is in the world has become a priority. Tony Effik, chief strategy officer at Publicis Modem, explains: "A brand needs a single view of the world, a single philosophy." The rise of digital channels has shifted the brand emphasis from structure to culture, believes Neil Taylor, creative director at language consultancy The Writer. Information, inspiration and advice from the marketing world and beyond that will help you develop as a marketer and as a leader. Having problems? Contact us on +44 (0)20 7292 3703 or email [customerservices@marketingweek.com](mailto:customerservices@marketingweek.com). There has always been friction in economies, it simply moves from place to place based on competition. My point has to do with the relative cost of picking off Google's higher-value services by being better at search or ad placement in a particular category. In a competitive market, novelty constantly offers itself up and people frequently give it a try. In search, if a set of results about a particular topic are better than Google's, Google loses that kind of search in the future, a tiny change but one that adds up to the need to spend more to either improve Google results or coopt the competitor. For the price of a little server space, [www.friction-free-economy.com](http://www.friction-free-economy.com) would still be part of the dialog, but it is not. That's friction in action. It is always moving.

"Small companies can notoriously move faster than large companies," says Ted Lewis, author of *The Friction-Free Economy: Strategies for Success in a Wired World* (HarperBusiness). Lewis, who heads the Salinas, California-based high-tech consulting firm Technology Assessment Group, recommends a two-pronged approach to stay ahead of the pack. First, make your own products obsolete before another company does. Not necessarily. It's imperative for a company to stay on the cutting edge because modern-day consumers don't just want what they want when they want it--they want exactly what they want, too. "Just having a good product at a good price worked in the past, but it's not enough for the new millennium," cautions Blackwell. "The consumer reins." Speed Racers. *The Friction-Free Economy: Marketing Strategies for a Wired World*. T G Lewis. Shopbots and pricebots. 1 Introduction Current web-based commerce is by and large a replica of real-world commerce. Customers are supposed to visit various electronic storefronts, inspect the digital displays of goods and services, and, perhaps after some comparison shopping, place an order. Unfortunately they have to do it in person.