



Summary : The 24-Hour Customer - Adrian C. Ott: New Rules for Winning in a TimeStarved, AlwaysConnected Economy

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Complete summary of Adrian C. Ott's book: "The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy".

This summary of the ideas from Adrian C. Ott's book "The 24-Hour Economy" shows that "time is money" is an outdated concept. In his book, the author explains that time is now far more important when consumers make decisions. People don't want to spend their time on boring, repetitive tasks and companies who want to get ahead will realize the importance of this Time-Value tradeoff. This summary presents four categories of business and shows how each one relates to customers' time considerations.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The 24-Hour Customer" and discover the key to understanding the buying process of your customers.

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Anna Brooks:

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