

### **More Praise for *Big Social Mobile***

“Put simply, your business likely doesn’t understand your customers nearly well enough. *Big Social Mobile* provides startling insights and a simple blueprint for smart brands looking to build strong, loyal relationships with their customers.”

—Larry Drebes, CEO and CTO, Janrain

“As a mobile first company, we’re always educating our customers about why a multifaceted mobile strategy is key to their continued evolution. *Big Social Mobile* is a great springboard to a mobile first approach and will help readers guide their companies into the future.”

—Irfan Mohammed, Co-founder, Personagraph

“Organizations today are still in the early stages of determining how to apply social media, big data, mobile technology, and other digital initiatives in a way that fits with their existing business model. *Big Social Mobile* is a must read on how to use these evolving technologies and methods to achieve a competitive edge while avoiding the pitfalls they often present.”

—Gary Cokins, Founder, Analytics-Based Performance  
Management LLC and co-author of  
*Business Predictive Analytics*

“David has bridged the gap between the disparate worlds of big data and enterprise information to establish new fundamentals that executives and specialized practitioners alike should learn. Applying these will help ensure that enterprises remain competitive and can easily adapt to the rapidly changing environments around them.”

—Claudia Imhoff, Founder, Boulder Business  
Intelligence Brain Trust

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# BIG SOCIAL MOBILE



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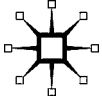
*The Decoy Artist: America's Last Hunter-Carver* (New Jersey Council for the Humanities Book of the Year Nominee)

# **BIG SOCIAL MOBILE**

How Digital Initiatives Can  
Reshape the Enterprise and  
Drive Business Results

**DAVID F. GIANNETTO**

palgrave  
macmillan



BIG SOCIAL MOBILE

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For my parents.

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