

NEW
BOOK

Book To The Future:
Customers The Day After Tomorrow

INNOVATIVE NEW BOOK EXPLORES HOW TO ATTRACT CUSTOMERS IN A WORLD OF AI, BOTS AND AUTOMATION



We have now entered the third phase of digital evolution, and it is changing the behaviour and expectations of customers, fast.

The first phase was all about the internet, and making information accessible. The second phase was all about mobile and social media, and how they connect people. This third phase is about data and Artificial Intelligence, and how it is creating a world of fast-than-real-time customer service, intuitive user interfaces and the ultimate in customer convenience.

Many of the world's leading companies have already moved from a 'mobile-first' to an 'AI first strategy,' but how can all other businesses transform the power of automation and artificial

intelligence into customer benefits? Now an innovative new book, *Customers The Day After Tomorrow*, has been published to guide you through this new phase of digitalisation, help you combine technology with your invaluable human element and keep your company ahead of the game in *The Day After Tomorrow*.

The author, Professor Steven van Belleghem is a best-selling and award winning author, and is

widely regarded as one of Europe's thought-leaders in the field of customer engagement in the digital world. In his new book he not only shares his own insights, but also exclusive interviews with some of the world's leading experts in data, AI, automation and technology to reveal how they are shaping the future of marketing, the workplace, customer behaviour and wider society.

Presented in a visually engaging and very accessible style, *Customers The Day After Tomorrow* uses fascinating real life examples to demonstrate how innovative organisations are leading the way and disrupting markets. It explores technologies like driverless cars, Blockchain, virtual assistants, Augmented Reality and bots in a way that will help even technophobes to think about the future of relationships between companies and customers, and start preparing for *The Day After Tomorrow*, today.

Bringing the book to life with AR:

Not only does *Customers The Day After Tomorrow* explain the practical benefits of emerging technologies, it also demonstrates them, as one of the first books to use Augmented Reality. By integrating the Aurasma app, readers can view the book through their smartphone or tablet and see the pages come to life.

Customers The Day After Tomorrow: How to attract customers in a world of AI, bots and automation by Steven van Belleghem is out now, published by Lannoo Campus, priced £30.35. For more information go to www.stevenvanbelleghem.com

ABOUT THE AUTHOR

Steven van Belleghem is an expert in customer focus in a digital world. He is a popular speaker, giving keynote presentations to companies and conferences around the world, taking his audience on a journey to the world of modern customer relationships in a clever, enthusiastic and inspiring way. He also organises inspirational trips, taking business leaders and executives to visit pioneering companies, from Silicon Valley to China, to experience first-hand the technologies that will shape customer relationships in *The Day After Tomorrow*.

Steven is a marketing professor at Vlerick Business School and the author of four bestselling books, selling more than 100,000 copies in 7 languages. His previous book, *When Digital Becomes Human* won the Commuter Read prize at the prestigious CMI Management Book of the Year awards.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Steven van Belleghem

Steven van Belleghem is highly sought-after speaker and is available for interview, guest features and expert comment on a wide range of customer engagement topics, including:

Is Artificial Intelligence more dangerous than nuclear weapons?

Marketing The Day After Tomorrow: The future of the marketing department

Intelligence Augmented: How to combine humans and technology

Marketing to machines: How brands can survive in a world of virtual assistants and bots

Why, and how, your business should to move to an 'AI-first' strategy

"Perception is reality": Why this marketing myth is a thing of the past

Fake News? You ain't seen nothing yet...

Evolution of Interfaces: Why Customers The Day After Tomorrow will expect simplicity

Context is King: Using the data lever to deliver ultimate personalisation

Why the customer relationship should now be TOP priority for any business