



## The Power to Predict: How Real-Time Businesses Anticipate Customer Needs, Create Opportunities, and Beat the Competition

By Vivek Ranadive

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Anticipate changes in customer needs: the business will need to keep looking for any changes in customer spending patterns and see if they can produce goods that customers want that are not currently available in the market. Some objectives the marketing department in a firm may have: Raise awareness of their product(s). The power and importance of changing customer needs: Firms need to always know what their consumers want (and they will need to undertake lots of research and development to do so) in order to stay ahead of competitors and stay profitable. It could be a huge waste of time and money if the firm can't do it effectively " products fail if they aren't promoted well or differentiated enough to catch the attention of the target markets. between brands which results in customers getting competitive products at best possible prices. with more variety to choose from (Malkawi, B. H. E-commerce in Light of International Trade. Some of the traditional jobs will disappear but it does create new job opportunities too. More and more jobs will be created in technological and information sector both directly and indirectly. Global B2C electronics commerce is predicted to grow 17% in 2017 and is expected to reach USD \$ 1.22 trillion. (E Marketer 2017) North America leads the chart with a total sales of \$420 billion followed by Asia Pacific region. It is predicted that various emerging nations in the Asia-Pacific region will dominate and contribute significantly to E commerce growth in the next few years. Predictive Business is the ability to anticipate business problems and opportunities and to act preemptively. This book offers insights to improve business processes and advice on what it will take to align your company's resources, technology, and culture into a Predictive-Business. Product Identifiers. Publisher. Vivek Ranadive Vivek Ranadive is the founder, chairman, and CEO of TIBCO Software Inc., a leading business integration and process management software company that enables real-time business. A frequently cited expert in the media, Ranadive has been a featured speaker on real-time computing on CNBC and in publications such as The Economist, Fast Company, and Red Herring. Country of Publication. United States.