11/12/09 - Anywhere, Anytime - Who Needs a Kindle?

I recently read a Fast Company article that quoted new research from Flurry that indicates "eBook apps are overtaking games in the App Store."

Consumers are using their iPhones to read eBooks. I know I do, and it's not a great experience. The selling point is that since I always have my iPhone with me, the service is accessible to me at any time, day or night. Regardless of what I want to read, or when I want to read it ? from Chris Anderson's "Free" to Malcolm Gladwell's "Outliers" ? the service is always there. I might listen to the audio book, or I might listen to the audio book and read along, which cognitively for me makes things stick.

The point is, that although the iPhone is not that wonderful a book reader ? certainly not better than a Kindle or the new Nook (horrible name for a product ? IMO) which is Barnes and Noble's new eReader, **consumers do things differently than marketers think they will**.

And therein lies the lesson.

Without observing what it is consumers actually do, without tracking what they like, and without staying closely connected to consumers and their real behaviors (and by consumers here I include end-users in a B2B sale) ... without knowing this, it's inevitable that you will make guesses and make choices that seem intuitive, obvious, and *clear to anyone with a brain* - and yet are exactly opposite to what really happens in the marketplace.

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