

# The Intention Economy When Customers Take Charge Doc Searls

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[Intention economy - Wikipedia](#)

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[The Intention Economy: When Customers Take Charge: Searls ...](#)

Who knows their intentions better than the customer? The new economy, based on fourth-party brokers that act on behalf of the customer --not the vendor--will be open (newcomers welcome, no silos allowed), efficient (no more guessing intentions, transactions are knowledge-full), effective (allowing vendors to work together), and it will bring the Internet closer to its potential as a free exchange of knowledge that can also support innumerable transactions and contracts.

*The Intention Economy: When Customers Take Charge ...*

In this book he describes an economy driven by personal intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many. As customers become more independent and powerful, and the Intention Economy emerges, only vendors and organizations that are ready for the change will survive, and thrive.

[Amazon.com: The Intention Economy: When Customers Take ...](#)

This new landscape we ' re entering is what Doc Searls calls The Intention Economy—one in which demand will drive supply far more directly, efficiently, and compellingly than ever before. In this book he describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many.

[The Intention Economy When Customers](#)

Whether your interest is in preserving Internet freedom and opportunity, changing the economic power structure, new challenges for cyberlaw, or just turning the tables on privacy-violating business models and practices, there will be plenty to hear and discuss at Doc Searls' talk, "The Intention Economy: When Customers Take Charge" — also the title of his new book from Harvard Business Review Press. *Book Talk: Doc Searls on "The Intention Economy: When Customers Take Charge"*

*Time Well Spent. The Intention Economy.*

VRM and the Intention Economy: Now What? [What is INTENTION ECONOMY? What does INTENTION ECONOMY mean?](#)

[INTENTION ECONOMY meaning What Is The Great Reset?](#)

*Explaining the World Economic Forum's Controversial Initiative.*

*What is the Fourth Industrial Revolution? Doc Searls on the Intention Economy 03/11/2013* [What To Do When The Economy Is Looking Bad?](#) | [The Financial Planning Playbook](#) *Fundamental Review of the*

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[The Intention Economy: When Customers Take Charge - Doc ...](#)

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**The Intention Economy | Linux Journal**

So proclaimed Doc Searls in *The Intention Economy: When Customers Take Charge*. Co-author of the legendary *The Cluetrain Manifesto*, Searls' main thesis is that customers - like markets - should be free. According to Searls, empowered customers should not be shackled to the chains of big business like "calves" forced to suckle many different "cows".

*Amazon.com: Customer reviews: The Intention Economy: When ...*

As customers become more independent and powerful, and the Intention Economy emerges, only vendors and organizations that are ready for the change will survive, and thrive. Where do you stand?

**The Intention Economy: When Customers Take Charge by Doc ...**

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*The Intention Economy: When Customers Take Charge [Book]*

In April 2012, Doc Searls ' book *The Intention Economy: When Customers Take Charge* was published ( ISBN 978-1422158524 ). Searls coined the term intention economy in a March 2006

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article for Linux Journal. He wrote: "The Intention Economy grows around buyers, not sellers.

**Amazon.com: The Intention Economy: When Customers Take ...**

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**The Intention Economy | The Intention Economy book ...**

*Intention Economy: When Customers Take Charge: Amazon.co ...*

The intention economy is an approach to viewing markets and economies focusing on buyers as a scarce commodity. Customers' intention to buy drives the production of goods to meet their specific needs. It is also the title of Doc Searls book: *The Intention Economy: When Customers Take Charge* published in May, 2012.

**The Intention Economy - Wikipedia**

In The Intention Economy, customers don't have to fly from silo to silo, like a bees from flower to flower, collecting deal info (and unavoidable hype) like so much pollen. In The Intention Economy, the buyer notifies the market of the intent to buy, and sellers compete for the buyer's purchase. Simple as that. The Intention Economy is built around more than transactions.

[The intention economy : when customers take charge ...](#)

*Book Talk: Doc Searls on "The Intention Economy: When Customers Take Charge"*

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Time Well Spent. *The Intention Economy.*

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