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Leverage digital technologies to achieve competitive advantage through better processes, products,

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customer relationships and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon and Netflix as well as established firms such as GE, Nike, and UPS. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines represent the extension and evolution of the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline of Market Leaders. Operational excellence must now encompass information excellence—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, as well as to generate new revenue Product leadership must be extended to solution leadership—smart digital products ranging from wind turbines to wearables connected to each other, cloud services, social networks, and partner ecosystems Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide individually targeted recommendations ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework, empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business through innovative, digitally enabled value propositionsto win in competitive markets in today's digital era.

Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, and Uber, established firms such as Burberry, GE, Nike, and Procter & Gamble, and lesser-known innovators such as Alvio, Fruition Sciences, Opower, and Quirky. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated

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innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic *The Discipline of Market Leaders*. Operational excellence must now be complemented by information excellence—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, seamlessly fuse digital and physical worlds, and generate new revenue through techniques such as exhaust data monetization Product leadership must be extended to solution leadership—smart digital products and services ranging from wind turbines and wearables to connected healthcare, linked to each other, cloud services, social networks, and partner ecosystems, focused on customer outcomes and creating experiences and transformations Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide individually targeted recommendations and personalized services ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, innovation networks, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework, empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. It addresses improved execution through techniques such as gamification, and pitfalls to beware, including cybersecurity, privacy, and unintended consequences. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business through innovative, digitally enabled value propositions to win in competitive markets in today's digital era.

Algorithmic recommender systems, deployed by media companies to suggest content based on users' viewing histories, have inspired hopes for personalized, curated media but also dire warnings of filter bubbles and media homogeneity. Curiously, both proponents and detractors assume that recommender systems for choosing films and series are novel, effective, and widely used. Scrutinizing the world's most subscribed streaming service, Netflix, this book challenges that consensus. Investigating real-life users, marketing rhetoric, technical processes, business models, and historical antecedents, Mattias Frey demonstrates that these choice aids are neither as revolutionary nor as alarming as their celebrants and critics maintain—and neither as trusted nor as widely used. *Netflix Recommends* brings to light the constellations of sources that real viewers use to choose films and series in the digital age and argues that although some lament AI's hostile takeover of humanistic cultures, the thirst for filters, curators, and critics is stronger than ever.

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This open access book explores the dataspace paradigm as a best-effort approach to data management within data ecosystems. It establishes the theoretical foundations and principles of real-time linked dataspace as a data platform for intelligent systems. The book introduces a set of specialized best-effort techniques and models to enable loose administrative proximity and semantic integration for managing and processing events and streams. The book is divided into five major parts: Part I "Fundamentals and Concepts" details the motivation behind and core concepts of real-time linked dataspace, and establishes the need to evolve data management techniques in order to meet the challenges of enabling data ecosystems for intelligent systems within smart environments. Further, it explains the fundamental concepts of dataspace and the need for specialization in the processing of dynamic real-time data. Part II "Data Support Services" explores the design and evaluation of critical services, including catalog, entity management, query and search, data service discovery, and human-in-the-loop. In turn, Part III "Stream and Event Processing Services" addresses the design and evaluation of the specialized techniques created for real-time support services including complex event processing, event service composition, stream dissemination, stream matching, and approximate semantic matching. Part IV "Intelligent Systems and Applications" explores the use of real-time linked dataspace within real-world smart environments. In closing, Part V "Future Directions" outlines future research challenges for dataspace, data ecosystems, and intelligent systems. Readers will gain a detailed understanding of how the dataspace paradigm is now being used to enable data ecosystems for intelligent systems within smart environments. The book covers the fundamental theory, the creation of new techniques needed for support services, and lessons learned from real-world intelligent systems and applications focused on sustainability. Accordingly, it will benefit not only researchers and graduate students in the fields of data management, big data, and IoT, but also professionals who need to create advanced data management platforms for intelligent systems, smart environments, and data ecosystems.

Advances in technology continue to alter the ways in which we conduct our lives, from the private sphere to how we interact with others in public. As these innovations become more integrated into modern society, their applications become increasingly relevant in various facets of life. Wearable Technologies: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on the development and implementation of wearables within various environments, emphasizing the valuable resources offered by these advances. Highlighting a range of pertinent topics, such as assistive technologies, data storage, and health and fitness applications, this multi-volume book is ideally designed for researchers, academics, professionals, students, and practitioners interested in the emerging applications of wearable technologies.

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Melvin Greer and Kevin Jackson have assembled a comprehensive guide to industry-specific cybersecurity threats and provide a detailed risk management framework required to mitigate business risk associated with the adoption of cloud computing. This book can serve multiple purposes, not the least of which is documenting the breadth and severity of the challenges that today's enterprises face, and the breadth of programmatic elements required to address these challenges. This has become a boardroom issue: Executives must not only exploit the potential of information technologies, but manage their potential risks. Key Features • Provides a cross-industry view of contemporary cloud computing security challenges, solutions, and lessons learned • Offers clear guidance for the development and execution of industry-specific cloud computing business and cybersecurity strategies • Provides insight into the interaction and cross-dependencies between industry business models and industry-specific cloud computing security requirements

As media evolves with technological improvement, communication changes alongside it. In particular, storytelling and narrative structure have adapted to the new digital landscape, allowing creators to weave immersive and enticing experiences that captivate viewers. These experiences have great potential in marketing and advertising, but the medium's methods are so young that their potential and effectiveness is not yet fully understood. Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement. Highlighting a wide range of topics including promotion strategies, business models, and prosumers and influencers, this book is ideally designed for digital creators, advertisers, marketers, consumer analysts, media professionals, entrepreneurs, managers, executives, researchers, academicians, and students.

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national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. • Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a "vision" and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

Originally published in 1987, this paperback, from the author of THE DISCIPLINE OF MARKET LEADERS demonstrates how companies can profit from establishing more co-operative customer-supplier relationships and describes how customer intimacy works, how to implement it and what pitfalls to look out for. Illustrated with examples from top companies.

Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

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