

Read Online Digital To The  
Core: Remastering Leadership

For Your Industry, Your  
Enterprise, And Yourself

***Digital To The  
Core: Remastering  
Leadership For  
Your Industry,  
Your Enterprise,***

Read Online Digital To The  
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***And Yourself***  
For Your Industry, Your

**Meditations for each day of  
the year with index.**

**Digital technology has  
profoundly transformed  
almost all aspects of musical  
culture. This book explains**

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how and why.

**Is your business ready to win  
in the digital future—or  
destined to be disrupted?  
Ambitious digital-driven  
startups are now creating and  
cornering new markets in  
every sector. And yet, most**

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**legacy businesses continue to  
operate by old playbooks.  
Most are not keeping pace  
with the changes in their  
industry, let alone leading the  
way—what is yours doing?  
The Digital Matrix will help  
you understand the three**

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**types of players that are  
shaping the new business  
landscape; the three phases  
of transformation that every  
firm will encounter on its  
journey to business  
reinvention; and the three  
winning moves that will**

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**ensure your company's  
success along the way. With  
The Digital Matrix, you will:  
Learn to navigate the world of  
digital ecosystems. Discover  
ways of competing and  
collaborating with other  
companies to create and**

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**capture value. Realize how  
powerful machines can  
amplify your company's  
human talent. Learn to  
assemble the team to  
experiment with new ideas, re-  
examine your core beliefs,  
and reinvent your business**

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**rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your**



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**opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead,**

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**and make bold strategic  
choices along the three  
phases of digital  
transformation. Your  
company's future depends on  
its ability to harness digital  
technology. Don't wait!  
Remember the '70s? Way**

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**back then, IT was a mainframe that sat in some room and only a few people had a key. Flash forward a decade, and IT was a limited set of systems irrelevant to the vast majority of employees and customers.**

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**But today, all of the sudden,  
technology belongs to  
everyone. Because of the  
suddenness of this revolution  
in technology adoption, most  
IT organizations have not had  
enough time to evolve into a  
"comfortable integration"**

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**with the rest of the company.  
This lack of comfortable  
integration has led to  
confusion over who is truly  
accountable for the return on  
technology investments, how  
much influence IT leaders  
should have over a company's**

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**business strategy, and whether CEOs need to hire Chief Digital Officers onto their senior leadership teams. Through interviews with dozens of CIOs, Heller has created a snapshot of what CIOs are doing to lead IT in a**

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**climate where technology  
belongs to everyone. She  
addresses how CIOs are  
changing their operating  
models, their approaches to  
talent development, and their  
assessment of the new IT  
provider marketplace. Most**

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**importantly, Heller defines  
the top ten skills and  
behaviors that CIOs will need  
to develop if they are going to  
be successful in an ever  
changing landscape. As a  
master storyteller, Heller  
incorporates philosophy,**



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**humor, and pragmatic advice  
into a book that both informs  
and entertains.**

**Master Your Digital Camera  
and Capture That Perfect  
Photo**

**Understanding Photography  
Digital to the Core**

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**Into the Odd**

**Digital Strategy**

**New Rules for the Digital Age**

**Seven Leadership Skills You**

**Need to Drive Results**

*Rethink your business for the digital  
age. Every business begun before the  
Internet now faces the same*

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*For Your Industry, Your Enterprise, And Yourself*  
*challenge: How to transform to compete in a digital economy?*

*Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and*

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*For Your Industry, Your School, and his consulting for*

*businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why*

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*traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how*

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*to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the*

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*lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital*

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*age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth. Comprehensive, heavily illustrated volume introduces the concepts and techniques of digital image capture, including exposure, composition, histograms, depth of field, advanced*



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*lighting, lens filters, shutter speed,  
and autofocus. Learn the core  
concepts and techniques you need to  
know to take better photos, from  
choosing the best lens for your  
stylistic goals to selecting the right  
camera settings for different lighting  
conditions. With clear explanations*

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*For Your Industry, Your Enterprise, And Yourself*  
and highly visual examples, Sean T. McHugh takes you from basic concepts like exposure and depth of field to more advanced topics, such as how camera lenses and sensors capture light to produce images. You'll learn not only which camera settings to use in different situations

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*but also the reasons why. Learn how to:*

- Choose lenses that give greater control over perspective
- Minimize image noise by understanding how digital sensors work
- Get the exposure you want even in fog, mist, or haze
- Improve hand-held shots by mastering shutter speed and

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*autofocus - Use tripods, lens filters, and flash to enhance image capture*  
*Whether you want to understand digital photography at a deeper level or simply want to take better photos, Understanding Photography will help you get the most out of your camera. Into the Odd contains everything you*

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*need to create a character and explore an industrial world of cosmic meddlers and horrific hazards. This is a fast, simple game, to challenge your wits rather than your understanding of complex rules. You seek Arcana, strange devices hosting unnatural powers beyond technology.*

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*They range from the smallest ring to vast machines, with powers from petty to godlike. Beside these unnatural items that they may acquire, your characters remain grounded as mortals in constant danger. The game is 48 pages, containing:*Original artwork from

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*Jeremy Duncan, Levi Kornelsen, and  
others. The fastest character creation  
out there, getting you playing as soon  
as possible. Player rules that fit on a  
single page, keeping a focus on  
exploration, problem solving, and  
fast, deadly combat. The complete  
guide to running the game as*

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*Referee. From making the most of  
the rules to creating your own  
monsters and Arcana. Sample  
monsters, arcanum, traps, and  
hazards.Character advancement from  
Novice to Master Rules for running  
your own Company, and taking it to  
war with an original mass combat*



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*system. Complete guide to the Odd  
World, from the cosmopolitan city of  
Bastion and its hidden Underground,  
through to backwards Deep Country,  
the unexplored Golden Lands. The  
Iron Coral, sample expedition site to  
test the players' survival skills. The  
Fallen Marsh, a deadly wilderness to*

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explore. Hopesend Port, a settlement  
to regroup and sail on to further  
adventure. Thirteen bonus pages of  
tools and random tables from the  
Oddpendium.

*It happens over and over again. Some  
innovation (a new product, a  
management trend) comes along that*

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*For Your Industry, Your Enterprise, And Yourself*

*captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it -- and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately,*

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For Your Industry, Your  
everyone starts bailing out.

Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In *Mastering the Hype Cycle*, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential

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*dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term. Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank,*

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*Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction. The hype*

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*For Your Industry, Your  
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cycle isn't going away. But this book  
arms you with the strategies you  
need to ride the crest of a new idea  
to success -- and steer clear of the  
trough of disillusionment.

*Media Heterotopias*

*Mastering the Hype Cycle*

*Driving Transformation and*

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Innovation

*Robots, Artificial Intelligence and  
Service Automation in Travel,  
Tourism and Hospitality*

*Too Big to Know*

*A Guide to Digital Business  
Transformation*

*The Cambridge Companion to*



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*Recorded Music*

In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not

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a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

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“Refreshingly thought-provoking...”  
– The Financial Times The  
essential playbook for the future of  
your business What To Do When  
Machines Do Everything is a  
guidebook to succeeding in the  
next generation of the digital

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economy. When systems running on Artificial Intelligence can drive our cars, diagnose medical patients, and manage our finances more effectively than humans it raises profound questions on the future of work and how companies

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compete. Illustrated with real-world cases, data, and insight, the authors provide clear strategic guidance and actionable steps to help you and your organization move ahead in a world where exponentially developing new

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technologies are changing how  
value is created. Written by a team  
of business and technology expert  
practitioners—who also authored  
Code Halos: How the Digital Lives  
of People, Things, and  
Organizations are Changing the

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Rules of Business—this book provides a clear path to the future of your work. The first part of the book examines the once in a generation upheaval most every organization will soon face as systems of intelligence go

Read Online Digital To The Core: Remastering Leadership For Your Industry, Your Enterprise, And Yourself mainstream. The authors argue that contrary to the doom and gloom that surrounds much of IT and business at the moment, we are in fact on the cusp of the biggest wave of opportunity creation since the Industrial Revolution. Next, the



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authors detail a clear-cut business model to help leaders take part in this coming boom; the AHEAD model outlines five strategic initiatives—Automate, Halos, Enhance, Abundance, and Discovery—that are central to

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competing in the next phase of global business by driving new levels of efficiency, customer intimacy and innovation. Business leaders today have two options: be swallowed up by the ongoing technological evolution, or ride the

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crest of the wave to new profits and  
better business. This book shows  
you how to avoid your own  
extinction event, and will help you;  
Understand the untold full extent of  
technology's impact on the way we  
work and live. Find out where we're

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headed, and how soon the future  
will arrive Leverage the new  
emerging paradigm into a  
sustainable business advantage  
Adopt a strategic model for winning  
in the new economy The digital  
world is already transforming how

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we work, live, and shop, how we are governed and entertained, and how we manage our money, health, security, and relationships. Don't let your business—or your career—get left behind. What To Do When Machines Do Everything is your

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strategic roadmap to a future full of possibility and success. Or peril.

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change

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builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct

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levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries,



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For Your Industry, Your companies, and leadership style Enterprise, And Yourself and practices.

Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch,

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Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research

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and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and

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their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

This innovative edited collection explores digital business models (DBMs) in theory and practice to

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contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range of contexts and forms, which can be integrated in a number of ways, and aims to

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inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business

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model innovations (DBMI), the authors discuss the opportunities, challenges, technologies, implementation and value creation, customer and data protection processes of DBMs in different contexts.

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Battle Royale Volume 1  
Enterprise, And Yourself  
Mastering the New Marketing  
Mindset for Tomorrow's Consumers  
Digital Business Models  
How to Be a Digital Leader in  
Tomorrow's Disruptive World  
Mark Z. Danielewski's House of



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Leaves  
Enterprise, And Yourself  
Leading Digital

**How do you gain an edge in  
the digital world order?**

**“Another book for the ages  
from a master! . . . Particularly  
insightful is his emphasis on**

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**how the end-to-end individual  
consumer experience will  
separate winners from losers  
in our new digital age.”—Fred  
Hassan, chairman, Caret  
Group; former CEO, Schering-  
Plough and Pharmacia The old**

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**ways of creating competitive  
advantage for your  
business—such as building  
moats to ward off  
competitors—have become  
dangerous. Giants like  
Amazon and Alibaba are**

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**creating vast new market  
spaces through a deft  
combination of tools like  
machine learning and  
business savvy that  
reimagines customer  
experiences while generating**

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**immense shareholder value. A  
handful of traditional  
companies, including Fidelity  
Investments, Walmart, and  
B2W, have adopted these new  
approaches to reinvigorate  
their businesses. Most,**

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**however, are stalled—and the  
clock is running out. In this  
lively, accessible guide, Ram  
Charan, bestselling author and  
adviser to some of the world's  
top CEOs and boards,  
redefines competitive**

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**advantage for the digital-first era, offering a set of new rules to get ahead:**

- **Create an ecosystem with third-party partners to revolutionize and personalize the customer experience.**
- **Empower teams**

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**focused on a single task,  
building a “social engine” that  
drives constant innovation,  
fast execution, and customer  
satisfaction. • Attract funders  
who understand the big  
picture: that beyond a certain**



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**scale, major upfront spending  
will turn into a cash-  
generation machine. Filled  
with stories that peek behind  
the curtain of digital  
behemoths as well as  
traditional companies that**

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**have transformed their  
organizations, Rethinking  
Competitive Advantage offers  
concrete advice and methods  
to help you conceive of new  
market spaces and  
moneymaking models.**

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**Competing against digital  
giants might seem daunting, if  
not impossible. The necessary  
computing power is within any  
company's reach. By  
borrowing from these digital  
winners' playbooks,**

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**traditional companies and  
upstarts alike can gain an  
upper hand. Whether you're in  
the C-suite or brainstorming  
the next big idea from your  
garage, Rethinking  
Competitive Advantage is the**

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**ultimate guide to creating  
competitive advantage today.**

**A family relocates to a small  
house on Ash Tree Lane and  
discovers that the inside of  
their new home seems to be  
without boundaries**

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**Get ready to be an effective digital leader, influencer, disruptor, and catalyst for change in the digital world! As a leader you need to constantly evolve to achieve sustained success. The world**

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**is being transformed by  
Digital. The pace of change is  
constantly accelerating and  
volatility and complexity are  
the new norms. Digital leaders  
are at the forefront of these  
waves of change, creating new**

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**markets and transforming  
traditional ones. This book is a  
framework and set of tools  
that will help you develop a  
deep awareness of yourself,  
your teams, and your  
stakeholders. The powerful**



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**four-step process (designed to  
remain relevant over time)  
ensures that you are  
embracing adversity, driving  
disruption, and unlocking your  
full leadership potential. What  
You'll Learn Be an influencer,**

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**disrupter, and catalyst for  
change in a disruptive world  
Know five key career  
recommendations from 40  
digital leaders with more than  
400 years of combined  
experience Use the four steps**

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**of the Unnatural Selection  
framework to facilitate your  
personal evolution and digital  
leadership success Demystify  
what makes people tick using  
the Human Full Stack, which is  
a model analogous to the**

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**technical full stack, so that  
complex behaviors are easier  
to understand Embody  
intentionality to avoid  
distractions and achieve  
what's important—your  
personal evolution, growing**

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**amazing teams, and  
influencing stakeholders Who  
This Book Is For Leaders who  
come from a technical  
background or are leading  
technical teams/organizations  
and want to be a part of**

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**building tomorrow's digital  
world**

**Ian Dawson is a practising  
sculptor, who first came to  
prominence in the 1990s with  
a series of large-scale melted  
plastic sculptures that**

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**celebrated creativity through  
the destructive act. His  
practice remains intensely  
experimental, involving  
different processes and  
diverse materials. Ian has  
exhibited internationally and**

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**his work is held in both public  
and private collections  
worldwide.**

**The New Mindset for  
Innovating Smarter  
Turning Technology into  
Business Transformation**



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**Paradise Lost**  
**Digital to the Core:**  
**Remastering Leadership for**  
**Your Industry; Your**  
**Enterprise; and Yourself**  
**Shattering Empires**  
**Reshaping Talent and**

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Organizations  
Enterprise, And Yourself

## **The Clash and Collapse of the Ottoman and Russian Empires 1908–1918**

Spanning the epic science fiction franchise's fifty-one-year history, a breathtaking collection of the most

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compelling Star Trek facts and trivia, including events from both on and off-screen, available in 100 concise lists. Since Gene Roddenberry's original series first aired in 1966, Star Trek has become a pop culture phenomenon, and one of the largest global properties of

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all time. Entertaining and fun, Star Trek: The Book of Lists catalogs the most compelling facts about the original series and its spin-offs, as well as its thirteen films, gathered together and broken down into one hundred lists, including: Historical Figure Cameos Crew Crossovers

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Memorable Deaths Intergalactic  
Threats, Enemies, and Villains

Compiling a galaxy's worth of  
information in one handy digest,  
Star Trek: The Book of Lists is a  
fascinating historical record of the  
Star Trek universe for both  
hardcore fans and casual viewers.

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Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for enterprises operating in today's fast-paced business environment. This book is for any businessperson who either wishes to stay relevant amid the rapid pace of technology innovation

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or wants to be a digital disrupter. If you're in business today, you probably use digital technology to run your day-to-day operations. But if you don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools

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available or wasting resources while trying to prepare for digital disruption. This accessible book guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing, and



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maintaining your digital strategy; and ultimately discovering how your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with Digital Strategy: A Guide to Digital Business

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Transformation.

The break-up of the Ottoman empire and the disintegration of the Russian empire were watershed events in modern history. The unravelling of these empires was both cause and consequence of World War I and resulted in the

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deaths of millions. It irrevocably changed the landscape of the Middle East and Eurasia and reverberates to this day in conflicts throughout the Caucasus and Middle East. Shattering Empires draws on extensive research in the Ottoman and Russian archives to

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tell the story of the rivalry and  
collapse of two great empires.

Overturning accounts that portray  
their clash as one of conflicting  
nationalisms, this pioneering study  
argues that geopolitical competition  
and the emergence of a new global  
interstate order provide the key to

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understanding the course of history in the Ottoman-Russian borderlands in the twentieth century. It will appeal to those interested in Middle Eastern, Russian, and Eurasian history, international relations, ethnic conflict, and World War I.

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In *Media Heterotopias* Hye Jean Chung challenges the widespread tendency among audiences and critics to disregard the material conditions of digital film production. Drawing on interviews with directors, producers, special effects supervisors, and other film

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industry workers, Chung traces how the rhetorical and visual emphasis on seamlessness masks the social, political, and economic realities of global filmmaking and digital labor. In films such as *Avatar* (2009), *Interstellar* (2014), and *The Host* (2006)—which combine live

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action footage with CGI to create new hybrid environments—filmmaking techniques and "seamless" digital effects allow the globally dispersed labor involved to go unnoticed by audiences. Chung adapts Foucault's notion of heterotopic



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spaces to foreground this labor and to theorize cinematic space as a textured, multilayered assemblage in which filmmaking occurs in transnational collaborations that depend upon the global movement of bodies, resources, images, and commodities. Acknowledging

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cinema's increasingly digitized and globalized workflow, Chung reconnects digitally constructed and composited imagery with the reality of production spaces and laboring bodies to highlight the political, social, ethical, and aesthetic stakes in recognizing the

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materiality of collaborative  
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Your Guide to Getting the Right  
Design

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Relentlessly Practical Tools for  
Data Warehousing and Business  
Intelligence Remastered Collection

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Evolving Digital Leadership  
How to Choose the Right Innovation  
at the Right Time  
Rethinking Competitive Advantage  
Wolf in Cio's Clothing  
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Yourself Routledge

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Featuring fascinating accounts from practitioners, this Companion examines how developments in recording have transformed musical culture.

We used to know how to know. We got our answers from books or experts. We'd nail down the facts and move on. But in the Internet age, knowledge has moved

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onto networks. There's more knowledge than ever, of course, but it's different.

Topics have no boundaries, and nobody agrees on anything. Yet this is the greatest time in history to be a knowledge seeker . . . if you know how. In *Too Big to Know*, Internet philosopher David Weinberger shows how business, science, education,

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and the government are learning to use networked knowledge to understand more than ever and to make smarter decisions than they could when they had to rely on mere books and experts. This groundbreaking book shakes the foundations of our concept of knowledge—from the role of facts to the

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value of books and the authority of experts—providing a compelling vision of the future of knowledge in a connected world.

"Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and



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leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on

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the front lines of major digital upheaval."

Into the Core

In This Moment Daily Meditation Book

How to Get Ahead in a World of AI,

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Digital Supply Chain Leadership

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Dynamic Reference Sheets. Poses in  
Action for Artists and Aspiring Designers  
Be Transported to the Final Frontier with a  
Breathtaking 3D Tour

Using a combination of theoretical  
discussion and real-world case  
studies, this book focuses on

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current and future use of RAISA technologies in the tourism economy, including examples from the hotel, restaurant, travel agency, museum, and events industries.

Launch your company to the top

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of its industry by driving and leveraging continuous innovation throughout your organization It's no secret that continuous innovation is the key to seizing and maintaining the competitive edge in today's increasingly

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challenging business environment.  
Unfortunately, the process for  
achieving this holy grail of  
business has been a  
mystery—until now. Built to  
Innovate delivers a proven system  
for building relentless innovation

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into your company's DNA.

Professor and former Dean of Executive Education at INSEAD and business innovation thought leader Ben M. Bensaou explores the essential practices of many of the world's most innovative

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organizations—including BASF,  
AkzoNobel, Sabanci Group,  
Recruit Holdings, Ecocem,  
Starwood Hotels, Domino's Pizza,  
Bayer, Marvel Studios, Allianz,  
and Fiskars—and demonstrates  
how you can leverage them in



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your own company. This practical  
guide shows how to: Build your  
execution and innovating engines  
Master the innovating perspective  
Launch the three processes of  
innovating Engage everyone in  
innovating Generate ideas from

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the front lines Empower coaches  
Create a culture of innovating  
Catalyze the innovating process  
Keep the ideas flowing You'll  
learn how to drive innovating in  
product design and creative use of  
technology—as well as business

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activities, such as business model redesign, customer service, distribution, finance, talent development, and sales. The big question on the mind of every business leader today is: What can I do to create extra value for my

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company and the customers we serve? Built to Innovate provides everything you need to transform your organization into an innovating engine that continually produces new products and processes to generate enormous

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new value for you and for the  
customers you serve.

Presents an account of the U.S.S.  
Enterprise history, discussing her  
voyages, propulsion, and tactical  
abilities.

Reads from back to front and from

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right to left.  
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Be the Business

How Design Thinking Transforms  
Organizations and Inspires  
Innovation

Managing Technology-Based  
Projects

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Radical Product Thinking

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The Digital Matrix

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User Experience Re-Mastered:

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Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized into four parts. Part 1



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deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming;

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sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation,

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along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses the roles, procedures, and documents needed for an evaluation session; guidelines for planning and

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conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. \*A guided, hands-on tour through the process of creating the

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ultimate user experience – from testing, to prototyping, to design, to evaluation \*Provides tried and tested material from best sellers in Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill

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Buxton and Jakob Nielsen  
\*Features never before seen  
material from Chauncey Wilson's  
forthcoming, and highly anticipated  
Handbook for User Centered  
Design

The final edition of the

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incomparable data warehousing  
and business intelligence  
reference, updated and expanded  
The Kimball Group Reader,  
Remastered Collection is the  
essential reference for data  
warehouse and business

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intelligence design, packed with best practices, design tips, and valuable insight from industry pioneer Ralph Kimball and the Kimball Group. This Remastered Collection represents decades of expert advice and mentoring in data



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warehousing and business intelligence, and is the final work to be published by the Kimball Group. Organized for quick navigation and easy reference, this book contains nearly 20 years of experience on more than 300 topics, all fully up-to-

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date and expanded with 65 new articles. The discussion covers the complete data warehouse/business intelligence lifecycle, including project planning, requirements gathering, system architecture, dimensional modeling, ETL, and

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business intelligence analytics, with each group of articles prefaced by original commentaries explaining their role in the overall Kimball Group methodology. Data warehousing/business intelligence industry's current multi-billion dollar

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value is due in no small part to the contributions of Ralph Kimball and the Kimball Group. Their publications are the standards on which the industry is built, and nearly all data warehouse hardware and software vendors have adopted

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their methods in one form or another. This book is a compendium of Kimball Group expertise, and an essential reference for anyone in the field. Learn data warehousing and business intelligence from the

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field's pioneers Get up to date on best practices and essential design tips Gain valuable knowledge on every stage of the project lifecycle Dig into the Kimball Group methodology with hands-on guidance Ralph Kimball and the

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Kimball Group have continued to refine their methods and techniques based on thousands of hours of consulting and training. This Remastered Collection of The Kimball Group Reader represents their final body of knowledge, and is

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nothing less than a vital reference for anyone involved in the field.

Strong leadership is necessary to drive the transformational change required to build and apply digital capabilities across organizations.

Digital transformation in the supply



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chain is a leadership problem first and foremost. This book draws out some of the key digital business strategies supply chain leaders must become familiar with as they take on the responsibilities of leading transformations within their

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firms. The central rationale of the book is to establish a clear business case for the performance shifts and opportunities of the Digital Supply Chain. The benefits of a digital supply chain for firms can be summarized as uniquely

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reducing the amount of trade-off between costs and customer satisfaction. The challenges, complexity, and management involved in transforming to a digital supply chain have slowed many firms in their implementation. The

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key to unlocking this value and advantage is a new, robust, and digitally aware supply chain leadership mindset. It will provide readers with a practical Digital Supply Chain Leadership Road Map that will accelerate actions in

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technology, analytics, talent and business models. The road map to digital transformation will step the reader through these critical dimensions and illustrate how they can support their own organizational transformation by

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developing greater levels of maturity. This book will be most valued by supply chain leaders in medium to large scale organizations, as well as consultants and academics interested in digital business and

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supply chain transformation. The book will also be valuable for students studying digital transformation, supply chain, and operations.

Become a Digital Master—No Matter What Business You're In If you

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think the phrase “going digital” is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire



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business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In

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Leading Digital, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to

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gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment,

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Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and

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how to lead the transformation.

Within these parts, you'll learn: •

How to engage better with your customers •

How to digitally enhance operations •

How to create a digital vision •

How to govern your digital activities

The

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book also includes an extensive step-by-step transformation playbook for leaders to follow. Leading Digital is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

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What To Do When Machines Do  
Everything

Quantum Marketing

Tools, Techniques, People and

Business Processes

The Kimball Group Reader

New Rules for Business

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Making Contemporary Sculpture  
Built to Innovate: Essential  
Practices to Wire Innovation into  
Your Company's DNA

Iteration rules product



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development, but it isn't  
enough to produce dramatic  
results. This book  
champions Radical Product  
Thinking, a systematic  
methodology for building  
visionary, game-changing

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products. Methodologies  
such as Lean and Agile  
have democratized  
innovation by teaching us  
to harness the power of  
iteration to innovate  
faster, but our ability to

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set a clear destination  
hasn't kept up with the  
pace. When we iterate  
without a clear vision or  
strategy, our products  
become bloated,  
fragmented, and driven by

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irrelevant metrics. They catch “product diseases” that are often fatal to true innovation. In Radical Product Thinking (RPT), product development is led by the vision for

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the change it's intended  
to create. This

methodology helps leaders  
reimagine the problems  
they face and align their  
team to find creative  
solutions using five

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elements: Vision,  
Strategy, Prioritization,  
Execution, and Culture. R.  
Dutt guides readers  
through these elements so  
they develop a clear  
process for achieving

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their desired change,  
incorporate it into daily  
activities, and turn RPT  
skills into muscle memory.  
This book gives  
organizations a repeatable  
model for building vision-

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driven products by helping  
us systematically

translate vision and  
strategy into everyday  
actions so our product  
becomes a vehicle for  
creating the change we



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want to see in the world.

Dutt shows us that you don't have to be a natural-born visionary to produce extraordinary results.

A GUIDE TO EFFECTIVE  
PROJECT MANAGEMENT IN

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TECHNOLOGY-BASED FIRMS

Used effectively, project management can increase a firm's market share, product quality, and customer satisfaction.

Though technology-based

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companies place themselves  
at a competitive  
disadvantage if they  
neglect this strategic  
tool, many overlook  
project management's  
benefits because they see

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themselves as continuously  
adapting organizations. In  
reality, this role makes  
project management even  
more vital. Managing  
Technology-Based Projects  
imparts the latest

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approaches and tools  
essential to lead a  
successful technology-  
based project. It outlines  
the practical integration  
of project management with  
four key areas: strategic

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alignment of projects within the enterprise, the project management process and its organizational support system, invaluable tools and techniques, and the individual and group

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leadership within a  
project's organization.  
Complete with examples of  
industrial applications,  
the book includes: Methods  
for defining key  
performance indicators and

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assessing project  
management process  
effectiveness Suggestions  
for fine-tuning and  
continuous improvement  
Practical case scenarios,  
discussion topics, end-of-



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chapter reviews, and  
exercises Attention to  
project management as it  
applies to a globalized  
business No one in a  
managerial role should be  
without Thamhain's expert

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advice. This guidebook is your road map to successfully incorporating enterprise project management into technology-based work.

Raja Rajamannar, Chief

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Marketing Officer of  
Enterprise, And Yourself  
Mastercard, shares

breakthrough, frontier  
strategies to navigate the  
challenges that result  
from today's unprecedented  
disruption. As technology

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has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of

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the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today,

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including the very notion  
of a brand itself, will  
require a complete re-  
imagination. As Chief  
Marketing Officer of  
Mastercard, one of the  
world's most recognizable

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and decorated brands, Raja  
Rajamannar shares the  
forward-thinking ways all  
businesses must rethink  
their entire marketing  
landscape to remain  
relevant and be

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successful. In Quantum  
Marketing, readers will:  
Understand the evolution  
of marketing and how to be  
at the forefront of future  
change. Get clarity on the  
right marketing strategies



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and tactics to pursue  
amidst an ever-evolving  
industry. Achieve  
breakthroughs in  
innovative thinking to  
compete in modern  
business. Gain perspective

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from top marketers across  
industries. Quantum

Marketing is for all  
business people who seek  
to understand how rapidly  
marketing is evolving,  
what marketers are doing

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to get ready for this  
shift, and what the new  
world will look like for  
companies, consumers, and  
society as the race to  
develop revolutionary  
marketing strategies

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reaches a whole new level.  
Great CIOs consistently  
exceed key stakeholders'  
expectations and maximize  
the business value  
delivered through their  
company's technology.

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What's their secret? Sure, IT professionals need technological smarts, plus an understanding of their company's goals and the competitive landscape. But the best of them possess a

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far more potent ability:  
they forge good working  
relationships with  
everyone involved in an IT-  
enabled project, whether  
it's introducing new  
hardware or implementing a

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major business transformation. In *The CIO Edge*, the authors draw on Korn/Ferry International's extensive empirical data on leadership competencies as well as Gartner's

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research on IT trends and  
the CIO role. They prove  
that, for IT leaders,  
mastering seven essential  
skills yields big results.  
This new book lays out the  
people-to-people



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leadership competencies  
that the highest-

performing CIOs have in  
common—including the  
ability to inspire others,  
connect with a diverse  
array of stakeholders,

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value others' ideas, and manifest caring in their relationships. The authors then explain how to cultivate each defining competency. Learn these skills, and you'll get

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more work done through  
others' enabling you to  
successfully execute more  
IT projects, generate  
better results for your  
company, and concentrate  
your efforts where they'll

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exert the most impact. The payoff? As the authors show, you'll work smarter, not harder—and get promoted far faster than your peers.

The CIO Edge

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Rethink Your Business for  
the Digital Age

Change by Design

Rethinking Knowledge Now  
That the Facts Aren't the  
Facts, Experts Are  
Everywhere, and the

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Machiavellians are few in number in IT. The massive pressure on CIOs continues to increase as the opportunities to use technology in business become more prevalent and more competitive. As CIOs often find themselves at the center of business conflict, they must not only

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familiarize themselves with  
Machiavellian tactics as a defensive

weapon, but also learn to use them as an offensive weapon in extreme situations so that they can increase IT's contribution to their enterprises. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey, and the



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animal you most resemble determines your position on the food chain. In *The Wolf in CIO's Clothing* Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal types and the leadership attributes of each. Nunno posits the wolf -- a social animal with strong predatory instincts --

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as the ideal example of how a leader can adapt and thrive. Technology may be black and white, but successful leadership demands an ability to exist in the grey. Drawing on her experience with hundreds of CIOs, Nunno charts a viable way to master the Machiavellian principles of power, manipulation, love,

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and war. Through compelling case studies, her approach demonstrates how CIOs and IT leaders can adjust their leadership styles in extreme situations for their own success and that of their teams.

The Cambridge Companion to Music in  
Digital Culture

The Digital Transformation Playbook