

Bernard Marr

"Performance management is top of the agenda for most government, public sector and not-for-profit organizations but the unique issues experienced in these areas mean that specific guidance and advice on building focused strategies and performance management frameworks can be hard to come by." "This practical book on managing and delivering performance in the government, public and not-for-profit sectors is aimed at senior executives and offers a definitive, focused and practically-based strategic treatment of performance management issues." "Ideal for senior executives in the public sector and government, and for faculty and students in the field, Managing and Delivering Performance is the authoritative strategic level treatment of this fast-growing area." --Book Jacket.

Future-proof yourself and develop critical skills for the digital future The working world has changed dramatically in the last twenty years and it's going to continue to transform at an even faster pace. How can the average professional stay afloat in an ocean of constant change and technological revolution? In Future Skills: The 20 Skills and Competencies Everyone Needs to Succeed in a Digital World bestselling author and futurist Bernard Marr delivers an engaging and insightful discussion of how you can prepare yourself for the digital future of work. You'll learn which skills will be in the highest demand, why they'll command a premium price, and how to develop them. You'll also find: Strategies for improving human-centered skills, like teamwork and collaboration Straightforward explanations of digital skills, like data literacy and cyber-threat awareness Ways to make yourself an indispensable component of future firms, and practical tips for continuous improvement A can't-miss book for every working professional seeking not just to survive – but to thrive – in the coming years, Future Skills belongs in the libraries of company leaders, managers, human resources professionals, educators, and anyone with an interest in the future of work and how humanity fits within it.

Today's most successful companies are Intelligent Companies that use the best available data to inform their decision making. This is called Evidence-Based Management and is one of the fastest growing business trends of our times. Intelligent Companies bring together tools such as Business Intelligence, Analytics, Key Performance Indicators, Balanced Scorecards, Management Assessment and Strategic Decision Making to generate real competitive advantages. As information and data volumes grow at explosive rates, the challenges of managing this information is turning into a losing battle for most companies and they end up drowning in data while thirsting for insights. This is made worse by the severe skills shortage in analytics, data presentation and communication. This latest book by best-selling management expert Bernard Marr will equip you with a set of powerful skills that are vital for successful managers now and in the future. Increase your market value by gaining essential skills that are in high demand but in short supply. Loaded with practical step-by-step guidance, simple tools and real life examples of how leading organizations such as Google, Coca-Cola, Capital One, Saatchi & Saatchi, Tesco, Yahoo, as well as Government Departments and Agencies have put the principles into practice. The five steps to more intelligent decision making are: Step 1: More intelligent strategies – by identifying strategic priorities and agreeing your real information needs Step 2: More intelligent data – by creating relevant and meaningful performance indicators and qualitative management information linked back to your strategic information needs Step 3: More intelligent insights – by using good evidence to test and prove ideas and by analysing the data to gain robust and reliable insights Step 4: More intelligent communication – by creating informative and engaging management information packs and dashboards that provide the essential information, packaged in an easy-to-read way Step 5: More intelligent decision making – by fostering an evidence-based culture of turning information into actionable knowledge and real decisions "Bernard Marr did it again! This outstanding and practical book will help your company become more intelligent and more successful. Marr takes the fields of business-intelligence, analytics and scorecarding to bring them together into a powerful and easy-to-follow 5-step framework. The Intelligent Company is THE must-read book of our times." Bruno Aziza, Co-author of best-selling book Drive Business Performance and Worldwide Strategy Lead, Microsoft Business Intelligence "Book after book Bernard Marr is redefining the fundamentals of good business management. The Intelligent Company is a must read in these changing times and a reference you will want on your desk every day!" Gabriel Bellenger, Accenture Strategy

Master the skills and tools needed to leverage data, create a data-driven strategy and gain the competitive advantage.

Five Steps to Success with Evidence-Based Management

The Intelligent Company

A survival guide for managers and executives

Perspectives on Intellectual Capital

Data Strategy

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

We have never lived at a time of faster and more transformative technological and societal changes. It can be hard for executives to keep up with the developments and shifts. This book cuts through all of the hype and presents the key business trends anyone should be aware of now as they will shape businesses into the foreseeable future. Business Trends in Practice includes case studies across all industries, with companies such as: Tesla, Ocado, Netflix, Microsoft, Google, Alibaba, Rolls Royce, Mercedes Benz, Apple, and many more. Some of the key trends the author will examine include: The AI revolution Robots and business processes automation Remote working, working from home and new flexibility Social & environmental Responsibility Increased Diversity As part of Bernard Marr's popular 'In Practice' series, Business Trends in Practice will help you identify the key business trends that will keep you one step ahead of the competition.

This book is about strategic performance management for the Twenty-First Century organization. In a practical step-by-step approach it navigates readers through the identification, measurement, and management of the strategic value drivers as enablers of superior performance. Using many real life case examples this book outlines how organizations can visualize their value creation, design relevant and meaningful performance indicators to assess performance, and then use them to extract real management insights and improve everyday strategic decision making as well as organizational learning. A key focus of the book is the important issue of creating value from intangible assets. Much has been written about the importance of intangible assets such as knowledge, skills, relationships, culture, practices, routines, and intellectual property as levers for organisational success. However, little has been published that tells managers how to do that. This book moves beyond just raising awareness and provides practical tools and templates, gathered in many extensive case studies with world-leading organizations. The key issues the book addresses are: • How do we identify the strategic value drivers, especially the intangibles, in our organisations? • How do we understand their strategic value using the powerful mapping tools? • How do we then measure the business performance? • How do we use performance indicators to improve decision making and organisational learning? • How do we align performance reviews and risk management with our strategy? Well grounded in theory and packed with case studies from around the world, this book will function as a guide for managers as well as a reference work for students and researchers. The tools described in this book are not only suitable for leading international corporations, but have been designed to be equally appropriate for not-for-profit organizations, central and local government institutions, small and medium sized businesses, and even departments and business units. The ideas, tools, and templates provided allow managers to apply them straight away and transform the way they manage

strategic performance management of their organization.

Perspectives on Intellectual Capital bridges the disciplinary gaps and facilitates knowledge transfer across disciplines, featuring views on intellectual capital from the fields of accounting, strategy, marketing, human resource management, operations management, information systems, and economics. It also offers interdisciplinary views on intellectual capital from the perspectives of public policy, knowledge management and epistemology. By analyzing the various perspectives, Editor Bernard Marr is able to present a truly comprehensive understanding of what intellectual capital is, including the 'state of the art' thinking about it in each discipline, the common key trends, and the trajectories for future developments, learning, and practice. Contributors include many of the leading thinkers in their respective disciplines: Mie Augier and David Teece on the Economic Perspective, Bernard Marr and Goran Roos on the Strategy Perspective, Baruch Lev, Leandro Canibano, and Bernard Marr on the Accounting Perspective, Sudi Sudarsono, Ghulam Sorwar, and Bernard Marr on the Finance Perspective; Jan Mouritsen, Per Nikolaj Bukh, and Bernard Marr on the Reporting Perspective; Lisa Fernstrom on the Marketing Perspective; Ulf Johanson on the HR Perspective; L. Martin Clotier and E. Richard Gold on the Legal Perspective; Partick H. Sullivan on the Intellectual Property Perspective; Giovanni Schiuma, Antonio Lerro, and Daniela Carlucci on the Interfirm Perspective; Ahmed Bounfour and Leif Edvinsson on the Public Policy Perspective; J-C Spender and Bernard Marr on a Knowledge-Based Perspective; Goran Roos on An Epistemology Perspective. Foreword by Robert Grant. Bernard Marr is a Research Fellow in the Centre for Business Performance at Cranfield School of Management, UK, and Visiting Professor, University of Basilicata, Italy.

Welcome to the World of Hyperautomation

Strategic Performance Management

100+ Amazing Ways Virtual, Augmented and Mixed Reality Are Changing Business and Society

How Today's Changemakers Use Artificial Intelligence and the Freelance Economy to Transform Work

How 50 Successful Companies Used AI and Machine Learning to Solve Problems

Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr, Big Data For Small Business For Dummies helps you understand what big data actually is—and how you can analyse and use it to improve your business. Free of confusing jargon and complemented with lots of step-by-step guidance and helpful advice, it quickly and painlessly helps you get the most from using big data in a small business. Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on arcane floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies; and make smarter business decisions. Shows you how to use big data to make sense of user activity on social networks and customer transactions Demonstrates how to capture, store, search, share, analyse and visualise analytics Helps you turn your data into actionable insights Explains how to use big data to your advantage in order to transform your small business If you're a small business owner or employee, Big Data For Small Business For Dummies helps you harness the hottest commodity on the market today in order to take your company to new heights.

Public sector organisations are about to enter one of the most challenging environments they have ever had to face as they bear much of the cost of the credit crunch. This timely book shows public sector leaders what they need to understand in order to be able to cope with these challenges.

This book, as indicated by the subtitle, intended in the first place for executives and managers. But actually it's essential reading for all who are faced with digital transformation. It offers a valuable reflection on knowledge developed and experience accumulated in daily practice, focusing on the approach to contemporary digital business challenges. Written in understandable language and with a powerful, logical structure, it has become a very accessible book that remains fascinating from beginning to end. It teaches you to understand topics that matter such as the need for digital transformation, the connection with business strategy and the essential differences in starting positions between organizations. What to do next is made concrete and practical by identifying five necessary digital breakthroughs and working them out into clear goals, which should be included in the change cycle as part of your digital strategy. The phase model presented includes three distinct steps - from product focus in the first phase to customer orientation in the second phase, followed by a third phase in which the customer is at the center. The book describes what is required to take these steps - the checklist that is included provides organizations with direction. This helps in setting up a strategy and developing an effective roadmap for organizations to transform." The book 'Successful Digital Transformation' reads like a modern fairy tale. It's clever how the essence of the field of digital transformation is captured in barely 100 pages. But the theme has also been made very practical, the underlying topics (such as data management, enterprise architecture, change management) have been tied together and explained in a comprehensible way. I think the book fills a great need, because many books and articles on this topic are either full of buzzwords that are not further described, or lapse into academic jargon that is incomprehensible to the average reader. This book sits nicely between academia and practice, without falling into compromises." – Frank Hamssen - Associate Professor of Digital Transformation, Maastricht University

The world of cryptocurrencies and blockchains was initially viewed as a niche space of little interest to mainstream business and finance sectors. With major banks now licensed to provide cryptocurrency custody solutions, and everyone from Facebook to governments using the underlying technology to create their own digital currencies, this has undoubtedly changed. The Cryptocurrency Revolution explains the most important takeaways from the continued growth of digital currencies and blockchain technology and explores the transformative possibilities of borderless payments, decentralized finance (DeFi) and machine-to-machine transactions. Written in jargon-free and accessible language, this book examines the key value proposition of Bitcoin and other cryptocurrencies and how decentralized technologies could enable banks and financial institutions to become more efficient. It looks at the potential impact of company-backed virtual currencies (such as Facebook's Libra) and how governments and regulators around the world are reacting to these innovations. With discussion of the principles of tokenomics and the difference between public and private blockchains, The Cryptocurrency Revolution is the essential guide for those wishing to understand the threats and opportunities of the changing world of payments and finance.

The Intelligence Revolution

The 25+ Trends That are Redefining Organizations

How to Profit from a World of Big Data, Analytics and Artificial Intelligence

The Data Literacy Skills Everyone Needs to Succeed

Managing and Delivering Performance

*Performance management is at the top of agendas in most government and public organizations, as well as many not-for-profit organizations. In this follow up to his successful book, Strategic Performance Management, the author focuses on the unique challenges public sector organizations face when tackling the issues of strategic performance management. Drawing on his extensive experience of working with numerous government, public sector, and not-for-profit organizations over the author covers: * The context of decision making in the public sector * The significance of the use of budgeting for performance management, and the impact of performance measurements on budgets * A huge range of underpinning cases and examples from the public sector, including cases on the Home Office and the NHS in the UK, and the US Air Force For senior executives in the public sector and government, and for faculty and students in the field this is the authoritative strategic level treatment of this fast-growing area.*

How to Profit from a World of Big Data, Analytics and Artificial Intelligence is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive. Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability, Data Strategy will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things.

Big Data in Practice

Maximizing Value in the Public Sector

From Creating a Culture to Designing Strategy

Big Data For Small Business For Dummies

Data-Driven HR

A complete guide to using KPIs to drive organisational performance Is your business on track to achieve success? Key Performance Indicators For Dummies covers the essential KPIs that are useful to all kinds of businesses, and includes more than 100 different ways leaders can monitor and drive performance in their organisations. This book helps managers understand the crucial KPIs that should be implemented for all different aspects of the organisation, including financial performance, operational and internal processes, sales and marketing, customer satisfaction and more. Good KPIs should be unique to every business, as every business has different objectives. To meet this need, the book provides tools and templates that leaders can use to develop unique KPIs that best suit their particular organisation or industry. Learn to design KPIs that are unique to your business and fit closely to your strategic objectives Determine which KPI questions you should be asking to achieve the right insights for your business Learn the specific KPIs that are appropriate for different business circumstances Turn KPIs into deep insights by mastering related reporting and communications practices KPIs are a crucial part of every manager's toolkit, and are essential for helping to monitor the execution of business strategies and measure results. Key Performance Indicators For Dummies moves beyond a basic discussion of what KPIs are, and why they are needed to provide a complete guide for learning to design and use specific KPIs to drive organisational performance.

EXTENDED REALITY IN PRACTICE As one of the leading business trends today, extended reality (XR) promises to revolutionize the way consumers experience their encounters with brands and products of all kinds. Top brands from Pepsi and Uber to Boeing and the U.S. Army are creating immersive digital experiences that capture the interest and imaginations of their target markets. In Extended Reality in Practice: 100+ Amazing Ways Virtual, Augmented and Mixed Reality are Changing Business and Society, celebrated futurist, technologist, speaker, and author Bernard Marr delivers a robust and accessible explanation of how all kinds of firms are developing innovative XR solutions to business problems. You'll discover the new ways that companies are harnessing virtual, augmented, and mixed reality to improve consumers' perception of their brands. You'll also find out why there are likely to be no industries that will remain untouched by the use of XR, and why these technologies are popular across the commercial, governmental, and non-profit spectrums. Perfect for Chief Executive Officers, business owners, leaders, managers, and professionals working in business development, Extended Reality in Practice will also earn a place in the libraries of professionals working within innovation teams seeking an accessible resource on the possibilities and potential created by augmented, virtual, and mixed reality technologies. An insightful exploration of extended reality from a renowned thought leader, technologist, and futurist Extended Reality in Practice: 100+ Amazing Ways Virtual, Augmented and Mixed Reality are Changing Business and Society offers readers a front-row seat to one of the most exciting and impactful business trends to find traction in years. Celebrated futurist and author Bernard Marr walks you through the ins and outs of XR, or extended reality, and how it promises to revolutionize everything from the experience of walking through an airport or shopping mall to grabbing a burger at a fast-food restaurant. Discover insightful and illuminating case studies from businesses and organizations in a variety of industries, including Burger King, BMW, Boeing, and the U.S. Army, and see how they're turning virtual, mixed, and augmented reality experiences into big wins for their stakeholders. You'll also find out about how XR can help businesses tackle the problems of lackluster engagement and lukewarm customer loyalty with reinvigorated consumer experiences. Ideal for executives, founders, business leaders and owners, and professionals of all sorts, Extended Reality in Practice is an indispensable guide to an indispensable guide to an indispensable new technology. The book is the leading resource for anyone seeking a one-stop reference for augmented, virtual, and mixed reality tech and their limitless potential for enterprise.

By identifying and describing the most powerful financial and non-financial KPIs, this book will make life easier for you by defining them, explaining how and when they should be used and providing a rich library of KPIs that have been proven to significantly improve performance. The book presents case examples to illustrate the selection and use of the KPIs and provides tools such as KPI selection templates and Key Performance Questions to help you apply the most appropriate KPIs effectively in your business. Discover how to survive and thrive in an increasingly digital world Digital strategy should consist of more than just updating your business' desktop computers and buying the newest smartphones for your employees. It requires the reimagining of existing business processes and the implementation of the latest technologies into current business activity to enable new capabilities for your firm. In Decisively Digital: From Creating a Culture to Designing Strategy, digital strategy advisor and author Alexander Lofth leverages his extensive experience working with Microsoft, CERN, and SAP to deliver a robust and accessible exploration of what it takes for a company to unlock the potential of new digital technologies. You'll discover how to: Utilize new technologies to establish a digital culture and realize the benefits of modern work for your employees Unleash the abilities that come with processing big data and taking advantage of data democracy, analytics, and cloud computing Implement artificial intelligence, blockchain, process automation, and IoT in a way that goes beyond the hype and delivers real business results Packed with interviews with industry leaders and real-world customer examples, Decisively Digital is ideal for CIOs, COOs, and other executives and professionals who need to know how technology can improve their businesses and power results today and tomorrow.

The 20 Skills and Competencies Everyone Needs to Succeed in a Digital World

Future Skills

How to Use Analytics and Metrics to Drive Performance

The 75 measures every manager needs to know

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter.

Use data, analytics and metrics to make better HR decisions for your business.

Traditionally seen as a purely people function unconcerned with numbers, HR is now uniquely placed to use company data to drive performance, both of the people in the organization and the organization as a whole. Data-Driven HR is a practical guide which enables HR professionals to leverage the value of the vast amount of data available at their fingertips. Covering how to identify the most useful sources of data, collect information in a transparent way that is in line with data protection requirements and turn this data into tangible insights, this book marks a turning point for the HR profession. Covering all the key elements of HR including recruitment, employee engagement, performance management, wellbeing and training, Data-Driven HR examines the ways data can contribute to organizational success by, among other things, optimizing processes, driving performance and improving HR decision making. Packed with case studies and real-life examples, this is essential reading for all HR professionals looking to make a measurable difference in their organizations.

Artificial Intelligence (AI) is here to stay. No longer confined to the world of science fiction, AI has infiltrated the mainstream and is the new electricity for business. Bestselling author, Bernard Marr, shows you how to harness and integrate it with your business strategy. We all know about driverless cars, automated production lines and chatbots but how do you ensure your business keeps up and where do you start? Bestselling author and strategy guru, Bernard Marr, argues that AI absolutely applies to your business and explains how to design an AI strategy that will guarantee its success. The Intelligence Revolution explores the opportunities and challenges that come with this monumental new taskforce that is defining the new standards of business. Guiding us through intelligent products, services and work processes, The Intelligence Revolution illustrates how new technologies are impacting customer experience, product and service design and work efficiency. Bernard Marr delights us with fascinating case studies of businesses excelling at maximizing the potential of AI like Netflix, Autodesk, Disney, Rolls Royce and Amazon. Don't be left behind. Instead, discover how to turbocharge your business.

Key Business Analytics

Key Performance Indicators For Dummies

Business Trends in Practice

The 25 Technologies that are Driving the 4th Industrial Revolution

The Human Cloud

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis techniques within the following categories: Financial analytics – cashflow, profitability, sales forecasts Market analytics – market size, market trends, marketing channels Customer analytics – customer lifetime values, social media, customer needs Employee analytics – capacity, performance, leadership Operational analytics – supply chains, competencies, environmental impact Bare business analytics – sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? How do i use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

Includes 10 handy do's and don'ts of using KPIs Want to measure the performance of your people and your business? Need a quick overview of the most useful KPIs and how to use them? Only want what you need to know, rather than reams of theory? With the critical Key Performance Indicators required to understand your employees, financials and customers, this book tells you what you need to know, fast. This book does a fantastic job of narrowing down the best KPIs for you and your team. It's short, sharp and incredibly useful." --Thomas H. Davenport, Distinguished Professor at Babson College and author of BigData@Work

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25 Need-To-Know Key Performance Indicators

The 60+ Business Analysis Tools Every Manager Needs to Know

Extended Reality in Practice

The Fourth Industrial Revolution

Artificial Intelligence in Practice

Develop the curiosity, creativity and critical thinking needed to confidently interpret, analyze and communicate with data in the workplace.

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Empower yourself with the knowledge to keep up with the rapidly changing technical world of work, as two workforce productivity and technology experts lay out a clear picture of the coming revolution?in how work is done and how jobs are shaped. If you listen to the news, robots are coming for your job. Full-time employment will soon be a thing of the past as organizations opt more to hire employees on a contract basis.?With technological advances across email, video, project management, and instant messaging platforms, being tied to a desk working full time for one company is becoming obsolete. So, where does that leave you? The Human Cloud may be the most important book you need to prepare for how work is done in the future. In these pages, human cloud technologist Matthew Mottola and AI expert Matthew Coatney help you not only clearly understand the transition you see happening around you, but they will also help you take advantage of it. In The Human Cloud, Mottola and Coatney inform you about topics including: How employees and employers will be able to take advantage of the new automated and freelance-based workplace. How they will be able to take advantage of the new technology disruptions the machine cloud will create. Why the changes employees and employers are seeing aren't the projection of doom that many are predicting. How to navigate the coming job marketplace. By replacing fear with knowledge, you will better understand how this shift in employment is a good thing, be equipped to embrace the

positive?advantages new technology brings, and further secure how your own job is shaped so you are never left behind.

Empower how 25 powerful technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in Future Tech Trends in Practice: Artificial intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organisation.

Finance in the Age of Bitcoin, Blockchains and Tokens

The 60+ Business Analysis Tools Every Manager Needs To Know

INTELLIGENT AUTOMATION

How to Profit from a World of Big Data, Analytics and the Internet of Things

Be Data Literate