

# Online Library Business Driven Technology Chapter 1

## **Business Driven Technology Chapter 1**

A strategy and implementation guide  
for building, deploying, and  
managing APIs Key  
Features Comprehensive, end-to-end

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guide to business-driven enterprise APIs  
Distills years of experience with API and microservice strategies  
Provides detailed guidance on implementing API-led architectures in any business  
Book Description APIs are the cornerstone of modern, agile enterprise systems.

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They enable access to enterprise services from a wide variety of devices, act as a platform for innovation, and open completely new revenue streams. Enterprise API Management shows how to define the right architecture, implement the right patterns, and define the right

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organization model for business-driven APIs. Drawing on his experience of developing API and microservice strategies for some of the world's largest companies, Luis Weir explains how APIs deliver value across an enterprise. The book explores the architectural decisions,

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implementation patterns, and management practices for successful enterprise APIs, as well as providing clear, actionable advice on choosing and executing the right API strategy in your enterprise. With a relentless focus on creating business value, Luis Weir reveals an effective

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method for planning, building, and running business products and services with APIs. What you will learn

- Create API strategies to deliver business value
- Monetize APIs, promoting them through public marketplaces and directories
- Develop API-led architectures, applying best

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practice architecture patternsChoose  
between REST, GraphQL, and gRPC-  
style API architecturesManage APIs  
and microservices through the  
complete life cycleDeploy APIs and  
business products, as well as Target  
Operating ModelsLead product-  
based organizations to embrace

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DevOps and focus on delivering business capabilities Who this book is for Architects, developers, and technology executives who want to deliver successful API strategies that bring business value.

Alex Rogo is a harried plant manager working ever more desperately to try



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and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help

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him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business

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management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's

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ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which

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is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

Business Driven Technology 7e  
provides the ultimate flexibility in

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tailoring content to the exact needs of your MIS or IT course! Business Driven Technology 7e offers flexibility to customize according to your needs and the course and student needs by covering essential concepts and topics in the five core units, while providing additional in-

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depth coverage in the business and the technology plug-ins. Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case

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study exercises. Each chapter and plug-in is independent so you can:

- Cover any or all of the chapters as they suit your purpose.
- Cover any or all of the business plug-ins as they suit your purpose.
- Cover any or all of the technology plug-ins as they suit your purpose.
- Cover the plug-



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ins in any order you wish.

Featuring contributions from more than 20 distinguished executives and subject matter experts, this unique reference challenges various traditional approaches and strategies for the PMO and explains how to set up a business-driven PMO using an

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extensively proven roadmap  
adaptable to any type or size  
organization.

Strategic Digital Transformation

Cloud FinOps

Building a Practical Information

Security Program

The Art of Network Architecture

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Essentials of Business-Driven  
Information Systems

Marketing on the Social Web

*"Information Systems for Business and  
Beyond introduces the concept of  
information systems, their use in*

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*business, and the larger impact they are having on our world."--BC*

*Campus website.*

*Technology advances are making tech more . . . human. This changes everything you thought you knew about innovation and strategy. In their*

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*groundbreaking book, Human + Machine, Accenture technology leaders Paul R. Daugherty and H. James Wilson showed how leading organizations use the power of human-machine collaboration to transform their processes and their bottom lines.*

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*Now, as new AI powered technologies like the metaverse, natural language processing, and digital twins begin to rapidly impact both life and work, those companies and other pioneers across industries are tipping the balance even more strikingly toward*

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*the human side with technology-led strategy that is reshaping the very nature of innovation. In Radically Human, Daugherty and Wilson show this profound shift, fast-forwarded by the pandemic, toward more human—and more humane—technology.*

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*Artificial intelligence is becoming less artificial and more intelligent. Instead of data-hungry approaches to AI, innovators are pursuing data-efficient approaches that enable machines to learn as humans do. Instead of replacing workers with machines,*



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*they're unleashing human expertise to create human-centered AI. In place of lumbering legacy IT systems, they're building cloud-first IT architectures able to continuously adapt to a world of billions of connected devices. And they're pursuing strategies that will*

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*take their place alongside classic, winning business formulas like disruptive innovation. These against-the-grain approaches to the basic building blocks of business—Intelligence, Data, Expertise, Architecture, and Strategy*

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*(IDEAS)—are transforming competition. Industrial giants and startups alike are drawing on this radically human IDEAS framework to create new business models, optimize post-pandemic approaches to work and talent, rebuild trust with their*

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*stakeholders, and show the way toward a sustainable future. With compelling insights and fresh examples from a variety of industries, Radically Human will forever change the way you think about, practice, and win with innovation.*

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*Building software is harder than ever. As a developer, you not only have to chase ever-changing technological trends but also need to understand the business domains behind the software. This practical book provides you with a set of core patterns, principles, and*

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*practices for analyzing business domains, understanding business strategy, and, most importantly, aligning software design with its business needs. Author Vlad Khononov shows you how these practices lead to robust implementation of business*

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*logic and help to future-proof software design and architecture. You'll examine the relationship between domain-driven design (DDD) and other methodologies to ensure you make architectural decisions that meet business requirements. You'll also*

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*explore the real-life story of  
implementing DDD in a startup  
company. With this book, you'll learn  
how to: Analyze a company's business  
domain to learn how the system you're  
building fits its competitive strategy  
Use DDD's strategic and tactical tools*



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*to architect effective software solutions  
that address business needs Build a  
shared understanding of the business  
domains you encounter Decompose a  
system into bounded contexts  
Coordinate the work of multiple teams  
Gradually introduce DDD to*

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*brownfield projects*

*Despite many uncertainties in cloud computing, one truth is evident: costs will always tend to go up unless you're actively engaged in the process.*

*Whether you're new to managing cloud spend or a seasoned pro, this*

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*book will clarify the often misunderstood workings of cloud billing fundamentals and provide expert strategies on creating a culture of cloud cost management in your organization. Drawing on real-world examples of successes and failures of*

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*large-scale cloud spenders, this book outlines a road map for building a culture of FinOps in your organization. Beginning with the fundamental concepts required to understand cloud billing concepts, you'll learn how to enable an efficient and effective*

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*FinOps machine. Learn how the cloud works when it comes to financial management Set up a FinOps team and build a framework for making spend efficiency a priority Examine the anatomy of a cloud bill and learn how to manage it Get operational recipes*

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*for maximizing cloud efficiency*

*Understand how to motivate*

*engineering teams to take cost-saving*

*actions Explore the FinOps lifecycle:*

*Inform, Optimize, and Operate Learn*

*the DNA of a highly functional cloud*

*FinOps culture*

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*A Process of Ongoing Improvement  
Build decentralized applications with  
Hyperledger Fabric and Composer  
How New Technology Is Transforming  
Business and Shaping Our Future  
What You Need to Know about Data  
Mining and Data-Analytic Thinking*

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*Global Business Driven HR  
Transformation: The Journey  
Continues (Print Edition)*

*Enterprise API Management  
Growth, Finance, Jobs, and Inequality  
in the Digital Economy*

The Art of Network Architecture



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Business-Driven Design The  
business-centered, business-driven  
guide to architecting and evolving  
networks The Art of Network  
Architecture is the first book that  
places business needs and  
capabilities at the center of the

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process of architecting and evolving networks. Two leading enterprise network architects help you craft solutions that are fully aligned with business strategy, smoothly accommodate change, and maximize future flexibility. Russ White and

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Denise Donohue guide network designers in asking and answering the crucial questions that lead to elegant, high-value solutions. Carefully blending business and technical concerns, they show how to optimize all network interactions

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involving flow, time, and people.

The authors review important links between business requirements and network design, helping you capture the information you need to design effectively. They introduce today's most useful models and frameworks,

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fully addressing modularity, resilience, security, and management. Next, they drill down into network structure and topology covering virtualization, overlays, modern routing choices, and highly complex network environments. In

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the final section, the authors integrate all these ideas to consider four realistic design challenges: user mobility, cloud services, Software Defined Networking (SDN), and today's radically new data center environments. •

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Understand how your choices of technologies and design paradigms will impact your business •  
Customize designs to improve workflows, support BYOD, and ensure business continuity • Use modularity, simplicity, and network

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management to prepare for rapid change • Build resilience by addressing human factors and redundancy • Design for security, hardening networks without making them brittle • Minimize network management pain, and maximize



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gain • Compare topologies and their tradeoffs • Consider the implications of network virtualization, and walk through an MPLS-based L3VPN example • Choose routing protocols in the context of business and IT

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requirements • Maximize mobility via ILNP, LISP, Mobile IP, host routing, MANET, and/or DDNS • Learn about the challenges of removing and changing services hosted in cloud environments • Understand the opportunities and

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risks presented by SDNs •  
Effectively design data center  
control planes and topologies  
Management Information Systems  
provides comprehensive and  
integrative coverage of essential  
new technologies, information

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system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past

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two years, and includes new opening, closing, and Interactive Session cases.

BDT takes a business-first approach, improving students' perception of the value of IS within the business discipline. This

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perspective allows instructors to more easily demonstrate how technology and systems support business performance and growth. The adaptive chapter/plug-in organization enables the instructor to adjust content according to their

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business or technical preferences. Whether you are a CEO, CFO, board member, or an IT executive, *From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members* lays out a

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practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses



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numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day basis. Filled with actionable advice you can use immediately, the authors

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introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about

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a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

Data Science for Business

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Delivering the Promise of Big Data  
and Data Science

Advances in Electronic Business

Collaborative, Real-Time Cloud

Financial Management

Fit for Growth

Using the IBM Security Framework

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and IBM Security Blueprint to  
Realize Business-Driven Security  
Practical Advice from the Trenches

**A practical approach to  
business transformation Fit for  
Growth\* is a unique approach  
to business transformation**

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**that explicitly connects growth strategy with cost management and organization restructuring. Drawing on 70-plus years of strategy consulting experience and in-depth research, the experts at**

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**PwC's Strategy & lay out a winning framework that helps CEOs and senior executives transform their organizations for sustainable, profitable growth. This approach gives structure to strategy while**

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**promoting lasting change.  
Examples from Strategy&'s  
hundreds of clients illustrate  
successful transformation on  
the ground, and illuminate  
how senior and middle  
managers are able to take**



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**ownership and even thrive during difficult periods of transition. Throughout the Fit for Growth process, the focus is on maintaining consistent high-value performance while enabling fundamental change.**

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**Strategy& has helped major clients around the globe achieve significant and sustained results with its research-backed approach to restructuring and cost reduction. This book provides**

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**practical guidance for  
leveraging that expertise to  
make the choices that allow  
companies to: Achieve growth  
while reducing costs Manage  
transformation and transition  
productively Create lasting**

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**competitive advantage Deliver  
reliable, high-value  
performance Sustainable  
success is founded on  
efficiency and high  
performance. Companies are  
always looking to do more with**

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**less, but their efforts often work against them in the long run. Total business transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for**

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**Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert guidance on getting it right. \*Fit for Growth is a registered service mark of PwC Strategy& Inc. in**

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**the United States**

**Deliver enterprise data  
analytics success by following  
Prashanth's prescriptive and  
practical techniques. Today,  
organizations across the globe  
are looking at ways to glean**

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**insights from data analytics  
and make good business  
decisions. However, not many  
business enterprises are  
successful in data analytics.  
According to Gartner, 80% of  
analytics programs do not**



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**deliver business outcomes.  
Mckinsey consulting says, less  
than 20% of the companies  
have achieved analytics at  
scale. So, how can a business  
enterprise avoid analytics  
failure and deliver business**

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**results? This book provides ten key analytics best practices that will improve the odds of delivering enterprise data analytics solutions successfully. It is intended for anyone who has a stake and**

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**interest in deriving insights from data analytics. The three key differentiating aspects of this book are:**

- Practicality. This book offers prescriptive, superior, and practical guidance.**
- Completeness. This**

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**book looks at data analytics  
holistically across the four key  
data analytics domains - data  
management, data  
engineering, data science, and  
data visualization. · Neutrality.  
This book is technologically**

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**agnostic and looks at analytics concepts without any reference to commercial analytics products and technologies. Dr. Southeikal proves why he is one of the leading thinkers on data and analytics today. 'Analytics**

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**Best Practices' is an indispensable guide for business leaders and those looking to get into the analytics field on the nuances, challenges, and immense opportunities with data.**

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**Douglas B. Laney Principal,  
Data & Analytics Strategy,  
Caserta, and author of  
“Infonomics” Dr. Southeikal’s  
book is a treasure trove of best  
practices and practical  
examples from the field of**

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**Data Analytics. Upen Varanasi  
CEO & Co-Founder, Riversand  
Technologies** What I like about  
this book is its focus on real-  
world best practices with an  
extensive set of practical tips  
and tricks. It provides an



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**important bridge between the  
data management and  
business operations sides of a  
business. Michael Wade  
Professor of Innovation &  
Strategy, IMD Business School  
Prashanth's book is accessible**

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**and practical - an excellent  
guide for corporate leaders  
who want to produce  
meaningful business results  
from the use of data and  
analytics to create true  
business value. Irina Pelphrey**

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**Senior Director, Walmart Corporation This book is a must on the desks of business executives and decision makers at all levels in an organization who want to truly understand what it takes to**

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**become a successful data driven organization. Ram Kumar Senior Vice President, Quantium Dr. Prashanth Southeikal has created a practical guidebook for realizing business value from**

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**data and analytics  
investments. Highly  
recommended. Randy Bean  
Founder & CEO, NewVantage  
Partners Prashanth's second  
book starts with the right title  
- it is always about BUSINESS**

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**VALUE. The practices explored here will help anyone interested to achieve these goals. Mario Faria Gartner Research Board The Analytics Best Practices book is one of the most comprehensive and**

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**well-researched books I have  
come across on data analytics.  
Ameet Shetty Former Chief  
Data and Analytics Officer,  
McDonald's Corporation I  
would encourage all  
professionals to read this easy**

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**to navigate, thoughtful and pragmatic book as it is relevant to all of us seeking to maximize the ROI for our organizations. Lisa M. Wardlaw Former EVP, Global Chief Digital Strategy Officer,**



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**MunichRe Deriving actionable insights from data requires that linkage to be clear between art and science and this book does just that. Chris Leonard, Director, Digital Strategy & Transformation,**

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**Plains Midstream Prashanth's book simplifies the complex world of data analytics, and one to understand the drivers of bringing valued results to an organization. Matthew Joyce Senior Solution**

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## **Architect, SAS-Institute**

**In today's enterprise,  
technology isn't about software  
or hardware. It's about  
knowledge and competence.  
And it's the key to creating a  
sustained competitive**

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**advantage for your  
organization. Dr. Robert  
McGrath's new book not only  
redefines technology but  
reshapes how to approach the  
age-old challenges of fostering  
innovation, growing**

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**entrepreneurship and creating value. Described as a combination of "a master class taught by your most thought-provoking professor" and "a troubleshooting session with your most trusted mentor",**

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**this groundbreaking work uses classic economic theory from luminaries such as Adam Smith and Joseph Schumpeter to force a new perspective on the art and science of strategy and project management.**

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**A staggering 70% of digital transformations have failed as per McKinsey. The key reason why enterprises are failing in their digital transformation journey is because there is no standard framework existing in**

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**the industry that enterprises can use to transform themselves to digital. There are several books that speak about technologies such as Cloud, Artificial Intelligence and Data Analytics in silos, but**



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**none of these provides a holistic view on how enterprises can embark on a digital transformation journey and be successful using a combination of these technologies. FORMULA 4.0 is**

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**a methodology that provides clear guidance for enterprises aspiring to transform their traditional operating model to digital. Enterprises can use this framework as a readymade guide and plan their digital**

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**transformation journey. This book is intended for all chief executives, software managers, and leaders who intend to successfully lead this digital transformation journey. An enterprise can achieve success**

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**in digital transformation only  
of it can create an IT Platform  
that will enable them to adopt  
any new technology seamlessly  
into existing IT estate; deliver  
new products and services to  
the market in shorter**

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**durations; make business decisions with IT as an enabler and utilize automation in all its major business and IT processes. Achieving these goals is what defines a digital enterprise -- Formula 4.0 is a**

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**methodology for enterprises to achieve these goals and become digital. Essentially, there is no existing framework in the market that provides a step-by-step guide to enterprises on how to embark**

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**on their successful digital transformation journey. This book enables such transformations. Overall, the Formula 4.0 is an enterprise digital transformation framework that enables**

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**organizations to become truly  
digital.**

**Management Information  
Systems**

**Information Systems for  
Business and Beyond  
Globalization of Technology**



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## **EDGE**

### **Analytics Best Practices: A Business-driven Playbook for Creating Value through Data Analytics Business Driven Information Systems**

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## **Practical Insights, Techniques, and Case Examples for Ensuring Success**

Business Driven Information Systems, 4e discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is

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that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This updated edition provides the foundation that will enable students to achieve excellence in business

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through its updated case studies, closing cases, technology plug-ins, expanded IT topics, and new project management content. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization,

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and McGraw-Hill ' s online learning and assessment solution, Connect MIS, helps students apply this knowledge. The technological revolution has reached around the world, with important consequences for business, government, and the labor market. Computer-aided design,

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telecommunications, and other developments are allowing small players to compete with traditional giants in manufacturing and other fields. In this volume, 16 engineering and industrial experts representing eight countries discuss the growth of technological advances and their

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impact on specific industries and regions of the world. From various perspectives, these distinguished commentators describe the practical aspects of technology's reach into business and trade.

Business Driven Technology McGraw-Hill Education

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The integration of technological innovations, such as In-Memory Analytics, Cloud Computing, Mobile Connectivity, and Social Media, with business practice can enable significant competitive advantage. In order to embrace recent challenges and changes in the governance of IT



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strategies, SAP and its think tank - the Business Transformation Academy (BTA) - have jointly developed the Digital Capability Framework (DCF). Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovative IT by Axel Uhl and Lars Alexander Gollenia outlines

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the DCF which comprises six specific capabilities: Innovation Management, Transformation Management, IT Excellence, Customer Centricity, Effective Knowledge Worker, and Operational Excellence. In cooperation with the University of Applied Sciences and Arts Northwestern Switzerland,

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University of St. Gallen (Switzerland), Queensland University of Technology (Australia), University of Liechtenstein (Principality of Liechtenstein), and Karlsruhe Institute of Technology (Germany), SAP and the BTA have been validating each capability and the corresponding maturity models based

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on analyzing several 'lighthouse' case studies comprising: SAMSUNG, IBM, Finanz Informatik, The Walt Disney Company, Google Inc., HILTI AG. Digital Enterprise Transformation presents how these companies take advantage of innovative IT and how they develop their digital capabilities.

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On top the authors also develop and present a range of novel yet hands-on Digital Use Cases for a number of different industries which have emerged from innovative technological trends such as: Big Data, Cloud Computing, 3D Printing and Internet of Things.

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International Perspectives  
From Business Strategy to Information  
Technology Roadmap  
Technological Entrepreneurship  
Digital Enterprise Transformation  
A Results-Driven Approach  
Managing the Digital Firm  
E-Book Business Driven Technology

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*Cloud Computing in Ocean  
and Atmospheric Sciences  
provides the latest  
information on this  
relatively new platform  
for scientific  
computing, which has*

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*great possibilities and challenges, including pricing and deployments costs and applications that are often presented as primarily business oriented. In addition,*



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*scientific users may be very familiar with these types of models and applications, but relatively unfamiliar with the intricacies of the hardware platforms*

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*they use. The book provides a range of practical examples of cloud applications that are written to be accessible to practitioners,*

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*researchers, and  
students in affiliated  
fields. By providing  
general information on  
the use of the cloud for  
oceanographic and  
atmospheric computing,*

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*as well as examples of  
specific applications,  
this book encourages and  
educates potential users  
of the cloud. The  
chapters provide an  
introduction to the*

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*practical aspects of  
deploying in the cloud,  
also providing examples  
of workflows and  
techniques that can be  
reused in new projects.  
Provides real examples*

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*that help new users  
quickly understand the  
cloud and provide  
guidance for new  
projects Presents proof  
of the usability of the  
techniques and a clear*

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*path to adoption of the  
techniques by other  
researchers Includes  
real research and  
development examples  
that are ideal for cloud  
computing adopters in*

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*ocean and atmospheric  
domains*

*Advances in Electronic  
Business advances the  
understanding of  
management methods,  
information technology,*



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*and their joint application in business processes. The applications of electronic commerce draw great attention of the practitioners in*

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*applying digital  
technologies to the buy-  
and-sell activities.*

*This timely book  
addresses the importance  
of management and  
technology issues in*

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*electronic business,  
including collaborative  
design, collaborative  
engineering,  
collaborative decision  
making, electronic  
collaboration,*

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*communication and  
cooperation, workflow  
collaboration, knowledge  
networking,  
collaborative e-  
learning, costs and  
benefits analysis of*

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*collaboration,  
collaborative  
transportation and  
ethics.*

*Addressing the big  
questions about how  
technological change is*

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*transforming economies  
and societies Rapid  
technological  
change—likely to  
accelerate as a  
consequence of the  
COVID-19 pandemic—is*

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*reshaping economies and  
how they grow. But  
change also causes  
disruption, creates  
winners and losers, and  
produces social stress.  
This book examines the*

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*challenges of digital transformation and suggests how creative policies can make it more productive and inclusive. Shifting Paradigms is the second*



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*book on technological  
change produced by a  
joint research project  
of the Brookings  
Institution and the  
Korea Development  
Institute. Contributors*

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*are experts from the United States, Europe, and Korea. The first volume, Growth in a Time of Change, was published by Brookings in February 2020. The book's*

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*underlying thesis is  
that the future is  
arriving faster than  
expected. Long-accepted  
paradigms about economic  
growth are changing as  
digital technologies*

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*transform markets and  
nearly every aspect of  
business and work.*

*Change will only  
intensify with advances  
in artificial  
intelligence and other*

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*innovations. Investors,  
business leaders,  
workers, and public  
officials face many  
questions. Is rising  
market concentration  
inevitable with the new*

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*technologies or can  
their benefits be more  
widely shared? How can  
the promise of FinTech  
be captured while  
managing risks? Should  
workers fear the new*

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*automation? Are  
technology-driven shifts  
in business and work  
causing income  
inequality to rise? How  
should public policy  
respond? Shifting*

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*Paradigms addresses these questions in an engaging manner for anyone interested in understanding how the economic and social agenda is being*



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*transformed by today's  
winds of change.*

*This comprehensive book  
responds to the growing  
demand to study  
entrepreneurship as a  
key driver of innovation*

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*and competitive  
advantage. Challenging  
the existing idea that  
technological  
entrepreneurship exists  
predominantly in SMEs  
and as a result of*

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*market demands, the author argues that a commitment to entrepreneurship remains the most effective strategy for sustaining wealth generation for*

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*both organisations and  
entire nations. The aim  
of Technological  
Entrepreneurship is to  
provide the reader with  
additional knowledge and  
understanding of the*

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*concepts associated with  
the exploitation of  
technological  
entrepreneurship, and to  
demonstrate how  
associated management  
principles are somewhat*

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*different to those  
utilised in market-  
driven entrepreneurship.  
Validation of presented  
theoretical concepts is  
achieved through  
coverage of processes*

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*and practices utilised  
by real world  
organisations seeking to  
achieve maximum wealth  
generation, with  
specific emphasis on how  
technological*

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*entrepreneurship is the  
source of disruptive  
innovation within  
service sector  
organisations and how  
the philosophy is  
causing fundamental*



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*change in the provision  
of healthcare.*

*Value-Driven Digital  
Transformation*

*The Enterprise Big Data  
Lake*

*Enterprise Security*

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*Architecture*

*Blockchain Development  
with Hyperledger*

*Business-Driven Design*

*Business Driven PMO*

*Setup*

*A Guide to Strategic*

*Page 154/245*

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*Cost Cutting,  
Restructuring, and  
Renewal*

**E-Book Business Driven  
Technology  
Building a Practical  
Information Security**

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**Program provides users with a strategic view on how to build an information security program that aligns with business objectives. The information provided**

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**enables both executive  
management and IT  
managers not only to  
validate existing  
security programs, but  
also to build new  
business-driven security**

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**programs. In addition,  
the subject matter  
supports aspiring  
security engineers to  
forge a career path to  
successfully manage a  
security program,**

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**thereby adding value and  
reducing risk to the  
business. Readers learn  
how to translate  
technical challenges  
into business  
requirements, understand**

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**when to "go big or go home," explore in-depth defense strategies, and review tactics on when to absorb risks. This book explains how to properly plan and**



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**implement an infosec  
program based on  
business strategy and  
results. Provides a  
roadmap on how to build  
a security program that  
will protect companies**

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**from intrusion Shows how  
to focus the security  
program on its essential  
mission and move past  
FUD (fear, uncertainty,  
and doubt) to provide  
business value Teaches**

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**how to build consensus  
with an effective  
business-focused program  
"What do you need to  
become a data-driven  
organization? Far more  
than having big data or**

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**a crack team of unicorn  
data scientists, it  
requires establishing an  
effective, deeply-  
ingrained data culture.  
This practical book  
shows you how true data-**

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**drivenness involves  
processes that require  
genuine buy-in across  
your company ... Through  
interviews and examples  
from data scientists and  
analytics leaders in a**

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**variety of industries  
... Anderson explains  
the analytics value  
chain you need to adopt  
when building predictive  
business  
models" - - Publisher's**

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**description.**

**Security is a major consideration in the way that business and information technology systems are designed, built, operated, and**

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**managed. The need to be  
able to integrate  
security into those  
systems and the  
discussions with  
business functions and  
operations exists more**



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**than ever. This IBM®  
Redbooks® publication  
explores concerns that  
characterize security  
requirements of, and  
threats to, business and  
information technology**

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**(IT) systems. This book identifies many business drivers that illustrate these concerns, including managing risk and cost, and compliance to business policies and**

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**external regulations.  
This book shows how  
these drivers can be  
translated into  
capabilities and  
security needs that can  
be represented in**

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**frameworks, such as the  
IBM Security Blueprint,  
to better enable  
enterprise security. To  
help organizations with  
their security  
challenges, IBM created**

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**a bridge to address the  
communication gap  
between the business and  
technical perspectives  
of security to enable  
simplification of  
thought and process. The**

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**IBM Security Framework  
can help you translate  
the business view, and  
the IBM Security  
Blueprint describes the  
technology landscape  
view. Together, they can**

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**help bring together the experiences that we gained from working with many clients to build a comprehensive view of security capabilities and needs. This book is**

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**intended to be a  
valuable resource for  
business leaders,  
security officers, and  
consultants who want to  
understand and implement  
enterprise security by**



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**considering a set of  
core security  
capabilities and  
services.**

**ISE Business Driven  
Technology  
The Goal**

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**A Business-Driven  
Approach to Leveraging  
Innovative IT  
Formula 4.0 for Digital  
Transformation  
The New Community Rules  
A Business-Driven**

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## **Approach** **Shifting Paradigms**

EDGE: The Agile Operating Model  
That Will Help You Successfully  
Execute Your Digital  
Transformation “[The authors’]  
passion for technology allows

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them to recognize that for most enterprises in the 21st century, technology is THE business. This is what really separates the EDGE approach. It is a comprehensive operating model with technology at its core.” —From the Foreword

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by Heidi Musser, Executive Vice  
President and Principal Consultant,  
Leading Agile; retired, Vice  
President and CIO, USAA Maximum  
innovation happens at the edge of  
chaos: the messy, risky, and  
uncertain threshold between

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randomness and structure.  
Operating there is uncomfortable  
but it's where organizations  
"invent the future." EDGE is a set  
of fast, iterative, adaptive,  
lightweight, and value-driven tools  
to achieve digital transformation,

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and EDGE: Value-Driven Digital Transformation is your guide to using this operating model for innovation. Jim Highsmith is one of the world's leading agile pioneers and a coauthor of the Agile Manifesto. He, Linda Luu, and

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David Robinson know from their vast in-the-trenches experience that sustainable digital transformation requires far more than adopting isolated agile practices or conventional portfolio management. This hard,



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indispensable work involves changing culture and mindset, and going beyond transforming the IT department. EDGE embraces an adaptive mindset in the face of market uncertainty, a visible, value-centered portfolio approach

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that encourages continual value linkages from vision to detailed initiatives, incremental funding that shifts as strategies evolve, collaborative decision-making, and better risk mitigation. This guide shows leaders how to use the

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breakthrough EDGE approach to go beyond incremental improvement in a world of exponential opportunities. Build an organization that adapts fast enough to thrive Clear away unnecessary governance

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processes, obsolete “command and control” leadership approaches, and slow budgeting/planning cycles Improve collaboration when major, fast-paced responses are necessary Continually optimize investment

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allocation and monitoring based on your vision and goals Register your product for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

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The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and

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executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You'll learn what a data lake is,

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why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the



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enterprise. Then, in a collection of essays about data lake implementation, you'll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get

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a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to

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the data Use different methods for  
architecting your data lake

Discover ways to implement a  
data lake from experts in different  
industries

Written by renowned data science  
experts Foster Provost and Tom

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Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you

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collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of

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real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's

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data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you

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can use it for competitive  
advantage Treat data as a  
business asset that requires  
careful investment if you're to gain  
real value Approach business  
problems data-analytically, using  
the data-mining process to gather



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good data in the most appropriate  
way Learn general concepts for  
actually extracting knowledge  
from data Apply data science  
principles when interviewing data  
science job candidates  
Over the past 30 years, the world

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has seen great social improvements. Technology has been developing at an enormous pace and is helping to solve our most pressing social and environmental challenges. Yet, despite this success, our current

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model of development is still deeply problematic. Natural disasters triggered by climate change have doubled since the 1980s, violence and armed conflict now cost more than 13 percent of GDP, social inequality and youth

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unemployment is worsening around the world, and climate change threatens the global population with tremendous environmental as well as social problems. Using the United Nations Sustainable Development

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Goals as a framework, this book sets out how business and capital now have a real opportunity to help resolve these problems. With clear and plentiful examples and cases of how businesses are making a difference, relevant facts

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and figures to support the cases, and inspiring and instructional information on how businesses can create sustainable value, this highly readable book is a must-read for businesses (large and small) that wish to genuinely

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support the delivery of the SDGs. The Paris Climate Agreement and the Sustainable Development Goals (SDGs) drive change and offer a narrative and an opportunity to all to speak in one language on sustainability. They

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provide us with a clear set of targets for 2030. Through following the SDGs, opportunities abound for business and capital to unlock markets which offer endless potential for profit while at the same time working towards



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the Sustainable Development Goals. This book illustrates for business how to make the much-needed Trillion Dollar Shift.

Cloud Computing in Ocean and Atmospheric Sciences  
The Trillion Dollar Shift

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Creating a Data-Driven  
Organization

Design and deliver valuable  
business APIs

Technology-Driven vs Market-  
Driven Innovation

A Business-Driven Digital

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Transformation Framework for  
Industry 4.0

Radically Human

Learn quick and effective  
techniques for developing  
blockchain-based distributed  
ledgers with ease Key Features

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Discover why blockchain is a game changer in the technology landscape Set up blockchain networks using Hyperledger Fabric Write smart contracts at speed with Hyperledger Composer Book Description Blockchain and

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Hyperledger are open source technologies that power the development of decentralized applications. This Learning Path is your helpful reference for exploring and building blockchain networks using Ethereum,

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Hyperledger Fabric, and  
Hyperledger Composer.  
Blockchain Development with  
Hyperledger will start off by giving  
you an overview of blockchain and  
demonstrating how you can set up  
an Ethereum development

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environment for developing, packaging, building, and testing campaign-decentralized applications. You'll then explore the de facto language Solidity, which you can use to develop decentralized applications in

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Ethereum. Following this, you'll be able to configure Hyperledger Fabric and use it to build private blockchain networks and applications that connect to them. Toward the later chapters, you'll learn how to design and launch a



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network, and even implement smart contracts in chain code. By the end of this Learning Path, you'll be able to build and deploy your own decentralized applications by addressing the key pain points encountered in the

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blockchain life cycle. This Learning Path includes content from the following Packt products:  
Blockchain Quick Start Guide by Xun (Brian) Wu and Weimin Sun  
Hands-On Blockchain with Hyperledger by Nitin Gaur et al.

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What you will learn Understand why decentralized applications are necessary Develop and test a decentralized application with Hyperledger Fabric and Hyperledger Composer Write and test a smart contract using Solidity

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Design transaction models and  
chain code with Golang Deploy the  
Composer REpresentational State  
Transfer (REST) Gateway to access  
Composer transactions Maintain,  
monitor, and manage your  
blockchain solutions Who this

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book is for This Learning Path is designed for blockchain developers who want to build decentralized applications and smart contracts from scratch using Hyperledger. Basic familiarity with or exposure to any programming

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language will be useful to get started with this course.

Business Driven Information Systems 2nd edition takes a contemporary approach by discussing how business initiatives should ultimately drive technology

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choices. This edition offers an impressive variety of new case studies - real world examples of MIS in action- including coverage of Wikileaks, Myki and Apple innovations. Integrated coverage of mobile technologies, cloud

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computing and social networking reflects the emerging business environments that await today's business graduate. Business Driven Information Systems provides the foundation that will enable students to achieve excellence in



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business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline.

Blogs, networking sites, and other

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examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With The New Community Rules, you'll understand how social web

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technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent

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advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and

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microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online

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reputation through the social web  
Tap into the increasingly  
influential video and podcasting  
market Discover which tactics  
work -- and which don't -- by  
learning about what other  
marketers have tried Many

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consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

Emerging technologies are having

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a profound impact upon business as individuals and organisations increasingly embrace the benefits of the 'always on' attitude that digital technologies produce. The use of the web, apps, cloud storage, GPS and Internet-



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connected devices has transformed the way we live, learn, play and interact – yet how a business can fully benefit from this transformation is not always clear. In response, this book enables students and business leaders to

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take a strategic and sustainable approach to realising the value of digital technologies. It offers results-driven solutions that successfully transform organisations into data-driven, people-focused businesses

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capable of sustainably competing at a global level. Split across four key parts, the material moves through understanding digital business to planning, implementing and assessing digital transformation. The current

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challenges facing all small organisations, including limited resources, financial pressures and the lack of dedicated IT departments, are explored. The authors consider the ways in which innovation can increase

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competitive advantage, how innovative business models can create new opportunities and how a data-driven perspective can release embedded value within the organisation. Contemporary international case studies and

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examples throughout each chapter bridge theory with practical application and systematically document the patterns of activities that enable success. This textbook is a vital resource for postgraduate and

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undergraduate students of digital business, innovation and transformation. By showing how to initiate digital transformation across an organisation, it will prepare business owners, directors and management of small- and

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medium-sized businesses to take strategic advantage of new and emerging technologies to stay ahead of their competition.

A Practical Guide for Executives  
and Board Members

Learning Domain-Driven Design



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Business Driven Technology

Ebook: Business Driven

Information Systems

Project-Driven Technology

Strategy

Security is too important to be  
left in the hands of just one

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department or employee-it's a concern of an entire enterprise. Enterprise Security Architecture shows that having a comprehensive plan requires more than the purchase of security software-

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it requires a framework for developing and maintaining a system that is proactive. The book is based

"Unlike any other MIS text, Business Driven Technology, 9e, discusses various business

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initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion in the text

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first addresses the business needs and then addresses the technology that supports those needs"--