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Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest 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

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full advantage of them to grow your business. The book presents 25 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

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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

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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.
Ambient intelligence (AMI)
is an element of pervasive
computing that brings
smartness to living and
business environments to
make them more sensitive,
adaptive, autonomous and
personalized to human

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needs. It refers to intelligent interfaces that recognise human presence and preferences, and adjust smart environments to suit their immediate needs and requirements. The key factor is the presence of intelligence and decision-making capabilities in IoT environments. The underlying technologies include pervasive computing, ubiquitous communication, seamless connectivity of smart devices, sensor networks, artificial intelligence (AI), machine learning

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(ML) and context-aware human-computer interaction (HCI). Aml applications and scenarios include smart homes, autonomous self-driving vehicles, healthcare systems, smart roads, the industry sector, smart facilities management, the education sector, emergency services, and many more. The advantages of Aml in the IoT environment are extensive. However, as for any new technological paradigm, there are also many open issues and limitations. This book discusses the Aml element

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of the IoT and the relevant principles, frameworks, and technologies in particular, as well as the benefits and inherent limitations. It reviews the state of the art of current developments relating to smart spaces and Aml-based IoT environments. Written by leading international researchers and practitioners, the majority of the contributions focus on device connectivity, pervasive computing and context modelling

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(including communication, security, interoperability, scalability, and adaptability). The book presents cutting-edge research, current trends, and case studies, as well as suggestions to further our understanding and the development and enhancement of the Aml-IoT vision.

The world beyond 2020 will be profoundly different from today. Radical transformative technologies are changing the relationship between mankind and machines in a

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way that even Wells, Orwell, or Jobs could not fathom. Nobody can tell for certain what will emerge from these tectonic shifts, save for the fact that the status quo is already obsolete. In effect, humanity has entered a new age in its evolution: the Symbiocene era. Societal issues notwithstanding, the existential concern for businesses and organizations everywhere is pressing: how to survive, or better yet, thrive in this brave new scary world? The Binary

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Firm explores the orchestrating strategies to get in front of the technological tsunami that is sweeping the globe. Tsunami is not too strong a word: witness the threat posed by artificial intelligence to the very nature of work. This book constructs a conceptual management framework engineered to anticipate changes and empower the organization to exploit them to its immediate advantage. The exposition goes beyond worn-out buzzwords like innovation, disruption, and

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collaboration. It dives into the underlying foundation of an organization impacting its financial destiny. This book will resonate with managers and entrepreneurs who may struggle to master the often-mystifying rigors of digital forces. As goes the new adage, every business is a software company. But how to tame this feral beast? Readers will find pragmatic answers herein. No organization can afford the status quo in this era of pervasive interconnections. This is

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the playbook to change your game and succeed at digitally transforming your organization without breaking the bank.

“Less is more” may be good advice for many efforts, but it is terrible advice when it comes to customer experience. Brands that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before.

Companies that embrace a “more is more” philosophy work harder and go further to ensure that their

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customers have a positive experience: they do this through customer-focused strategies and leadership, via operations, policies, and procedures that consider how the customer will fare in every scenario. Customer experience guru Blake Morgan walks you through the D.O.M.O.R.E. concepts that set businesses up for success by emphasizing the importance of relationships. Companies that do more: Design something special Offer a strong employee experience Modernize with technology

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Obsess over the customer
Reward responsibility and
accountability Embrace
disruption and innovation
More Is More offers
practical advice for
building or improving
customer experience that
you can apply immediately
at your own organization.
Time is of the essence:
your customers are not
willing to wait for you to
get the customer
experience right.
Outlining the key areas
you need to address
immediately, More Is More
will help you weather
external changes, remain

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relevant, and thrive in
today's ever-changing
business landscape.

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The Bezos Letters

The New Advanced Society

Amazon Way on IoT

How Amazon Branded

Convenience and Normalized

Monopoly

The Amazon

Global Marketing

Management

This novel textbook

introduces Enterprise Internet

of Things from technology,

management and business

perspectives, carefully

examining enterprise

environments through the lens

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of modernization with the Internet of Things (IoT). It also includes detailed case studies to offer meaningful insights for readers from various disciplines and areas. The book analyzes the ways in which the technology could contribute to the enterprise world in terms of revenue and new business models, and addresses the strategies and principles involved in developing IoT solutions with software engineering practices such as DevOps and Micro services architecture principles. By doing so, it offers readers a clear overview

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of the power of Internet of Things in building next generation enterprise use cases. The book enables readers to understand the latest opportunities to create new business models in enterprises using the unprecedented level of device connectivity, and the wealth of data generated and information exchange among these devices. As such, it appeals to various user groups, such as engineers trying to solve problems in their own domains using Enterprise IoT, academics interested in gaining a better

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understanding of applications of IoT in large-scale enterprises, and researchers wanting to contribute to the ever-growing and complex area of IoT.

A guided tour through the Internet of Things, a networked world of connected devices, objects, and people that is changing the way we live and work. We turn on the lights in our house from a desk in an office miles away. Our refrigerator alerts us to buy milk on the way home. A package of cookies on the supermarket shelf suggests that we buy it, based on past

purchases. The cookies themselves are on the shelf because of a “smart” supply chain. When we get home, the thermostat has already adjusted the temperature so that it's toasty or bracing, whichever we prefer. This is the Internet of Things—a networked world of connected devices, objects, and people. In this book, Samuel Greengard offers a guided tour through this emerging world and how it will change the way we live and work. Greengard explains that the Internet of Things (IoT) is still in its early stages. Smart phones, cloud

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computing, RFID (radio-frequency identification) technology, sensors, and miniaturization are converging to make possible a new generation of embedded and immersive technology.

Greengard traces the origins of the IoT from the early days of personal computers and the Internet and examines how it creates the conceptual and practical framework for a connected world. He explores the industrial Internet and machine-to-machine communication, the basis for smart manufacturing and end-to-end supply chain visibility;

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the growing array of smart consumer devices and services—from Fitbit fitness wristbands to mobile apps for banking; the practical and technical challenges of building the IoT; and the risks of a connected world, including a widening digital divide and threats to privacy and security. Finally, he considers the long-term impact of the IoT on society, narrating an eye-opening “Day in the Life” of IoT connections circa 2025.

THE NEW ADVANCED
SOCIETY Included in this book
are the fundamentals of

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Society 5.0, artificial intelligence, and the industrial Internet of Things, featuring their working principles and application in different sectors. A 360-degree view of the different dimensions of the digital revolution is presented in this book, including the various industries transforming industrial manufacturing, the security and challenges ahead, and the far-reaching implications for society and the economy. The main objective of this edited book is to cover the impact that the new advanced society has on several platforms such

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as smart manufacturing systems, where artificial intelligence can be integrated with existing systems to make them smart, new business models and strategies, where anything and everything is possible through the internet and cloud, smart food chain systems, where food products can be delivered to any corner of the world at any time and in any situation, smart transport systems in which robots and self-driven cars are taking the lead, advances in security systems to assure people of their privacy and safety, and smart healthcare systems,

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where biochips can be incorporated into the human body to predict deadly diseases at early stages. Finally, it can be understood that the social reformation of Society 5.0 will lead to a society where every person leads an active and healthy life. Audience The targeted audience for this book includes research scholars and industry engineers in artificial intelligence and information technology, engineering students, cybersecurity experts, government research agencies and policymakers, business

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leaders, and entrepreneurs.

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and software engineering.

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analysis, video processing,
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machine learning.

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computing, security testing,
and blockchain. S.

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Balamurugan, PhD is the Director of Research and Development, Intelligent Research Consultancy Services (iRCS), Coimbatore, Tamilnadu, India. He is also Director of the Albert Einstein Engineering and Research Labs (AEER Labs), as well as Vice-Chairman, Renewable Energy Society of India (RESI), India. He has published 45 books, 200+ international journals/ conferences, and 35 patents.

Edge computing is quickly becoming an important technology throughout a number of fields as

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businesses and industries alike embrace the benefits it can have in their companies. The streamlining of data is crucial for the development and evolution of businesses in order to keep up with competition and improve functions overall. In order to appropriately utilize edge computing to its full potential, further study is required to examine the potential pitfalls and opportunities of this innovative technology. The Research Anthology on Edge Computing Protocols, Applications, and Integration establishes critical research

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on the current uses, innovations, and challenges of edge computing across disciplines. The text highlights the history of edge computing and how it has been adapted over time to improve industries. Covering a range of topics such as bandwidth, data centers, and security, this major reference work is ideal for industry professionals, computer scientists, engineers, practitioners, researchers, academicians, scholars, instructors, and students.

How Your Company Can
Capitalize on the Internet of

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Things--and Win in a
Connected Economy
Strategies

The Internet of Things
Guide to Ambient Intelligence
in the IoT Environment
Resource Management for
Internet of Things
The Road to a Digital Service
Provider
Too Smart
More Is More
Telecommunication
companies deliver
digital bits to the
customers for a fee.
There are two kinds of
bits: "fast and faster
dumb bits" which is
capital intensive with

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low margins, and
"intelligent bits" with
additional content
component and with
higher margin.

Traditional

Communication Service
Providers (CSPs) have
gone through
transformation after
transformation over the
past several decades.

All past transformations
have had one thing in
common, that is the
delivery of faster dumb
bits, leveraging the
technology evolution
from analog to digital,

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to wireless, to IP. The next wave of transformations will be very different, we call it extreme transformation, in that the CSPs have to become a Digital Service Provider (DSP) to stay relevant. In the DSP world, with billions of sensors and IoT devices, digital lifestyle will be enabled by data mining and analytics, leading to decision making, and entertainment. The extreme transformation

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from a CSP to a DSP status is covered in this book, specifically:
Redefinition of the offerings of "connectivity services" to "digital services"; unification of legacy redundant networks into one; Redefinition of the measurements to customer-centric QoE for all digital and connectivity services; the Best-in-Industry processes and practices to ensure a sustainable network performance at a competitively

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operational efficiency;
a Service-over-IP (SolP)
platform to enable the
introduction of unified
new services with a time-
to-market urgency; the
regulatory arrangement
for content
purification, to
liberalize CSPs to
become DSPs; an
architecture for data
mining and analytics;
and a migration plan
from a CSP to a DSP
status. The book is
recommended for telecom
and digital service
professionals planning

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to embark on
transformational
projects; telecom and
technology equipment
manufacturers to help
with product development
for a DSP status;
institutional investors
to evaluate and
establish their
investment decisions;
telecom management
consultants to help with
a solid benchmark for
transformation
engagement; university
students, majoring in
telecommunication and
technology products as a

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guide for career
planning.

The time is right for
this all-new survey of
the library technology
that's already
transitioning from trend
to everyday reality. As
in the previous best-
selling volume, Varnum
and his contributors
throw the spotlight on
the systems, software,
and approaches most
crucial to the knowledge
institutions of
tomorrow. Inside,
readers will find
concise information and

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analysis on topics such
as mobile technologies;
privacy-protection
technology tools; the
Internet of Things
(IoT); virtual reality;
bots and automation;
machine learning
applications for
libraries; libraries as
digital humanities
enablers; visualizations
in discovery systems;
linked open data;
embeddedness and
Learning Tools
Interoperability (LTI);
special collections and
digital publishing; link

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rot, web archiving, and
the future of the

Distributed Web; and
digital repositories.

Sure to spark
discussions about
library innovation, this
collection is a must
have for staff
interested in technology
or involved with
strategic planning.

The International
Conference on
Communications,
Management, and
Information Technology
(ICCMIT'16) provides a
discussion forum for

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scientists, engineers,
educators and students
about the latest
discoveries and
realizations in the
foundations, theory,
models and applications
of systems inspired on
nature, using
computational
intelligence
methodologies, as well
as in emerging areas
related to the three
tracks of the
conference:
Communication
Engineering, Knowledge,
and Information

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Technology. The best 25 papers to be included in the book will be carefully reviewed and selected from numerous submissions, then revised and expanded to provide deeper insight into trends shaping future ICT.

La 4e de couverture indique : "The Amazon Way on IoT is for the leader who wants to understand how the Internet of things is transforming business and society. Listeners will discover business

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cases, key concepts, technologies and tools to help develop, explain and execute their own IoT approach through understanding Amazon's and other leading companies sophisticated IoT technologies and strategies. Connected devices, wearables, cloud computing, sensors, machine learning and algorithms are all capabilities and technologies dramatically changing business, government and organizational

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landscapes. These are the core components enabling the Internet of things, which Harvard professor Michael Porter writes is the backbone for a third wave of technology-led innovation and digital disruption. This book gives you the easy recipes to identify the opportunities in your business."

How it Works and Creates Value

The collective wisdom, knowledge and experience from the pages of fifty

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books
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Principles, Technologies
and Applications

Design of Secure IoT
Systems: A Practical
Approach Across
Industries

Challenges and Solutions
Ph??ng th?c Amazon

The 25 Technologies that
are Driving the 4th
Industrial Revolution

Communication, Management
and Information Technology
contains the contributions
presented at the International
Conference on Communication,
Management and Information
Technology (ICCMIT 2016,

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Cosenza, Italy, 26-29 April 2016,
organized by the Universal
Society of Applied Research
(USAR). The book aims at
researchers, scientists,
engineers, and scholar students
interested or involved in
Computer Science and Systems,
Communication, and
Management.

This book constitutes the
refereed post-conference
proceedings of the 5th
International Conference on
Future Access Enablers for
Ubiquitous and Intelligent
Infrastructures, FABULOUS
2021, held in May 2021. Due to
COVID-19 pandemic the

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conference was held virtually. This year's conference topic covers security of innovative services and infrastructure in traffic, transport and logistic ecosystems. The 30 revised full papers were carefully reviewed and selected from 60 submissions. The papers are organized in thematic sessions on: Internet of things and smart city; smart environment applications; information and communications technology; smart health applications; sustainable communications and computing infrastructures. Build secure IoT devices and networks for a wide range of

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industries This practical guide fully explains the technology behind the Internet of Things, machine-to-machine communication, and automation. Written by a team of experts from leading firms, *Design of Secure IoT Systems: A Practical Approach Across Industries* covers all aspects of system architecture, protocols, requirements, and design. You will discover how to design and engineer IoT devices and networks with trust and security. The book features industrial automation case studies and simulation examples from a wide range of fields. Coverage

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includes: IoT architecture and
technology fundamentals
Connected machines and M2M
communication Network
protocols and architecture IoT
hardware design fundamentals
WAN, IP, and MAC configuration
IoT data systems design
Designing with trust and security
Data security policies and
regulations Cybersecurity threats
and risks Automation Use cases
across industries Industry
compliance and standards
The Bezos Letters lays out the
fourteen growth principles that
Amazon uses every day by
examining Jeff Bezos' personal
letters to shareholders. Jeff

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Bezos created Amazon, the fastest company to reach \$100 billion in sales ever, making him the richest man in the world. Business owners marvel at Amazon's success, but don't realize they have the answers right at their fingertips as Bezos reveals his hidden roadmap in his annual letters to shareholders. For the first time, business analyst Steve Anderson unlocks the key lessons, mindset, principles, and steps Bezos used, and continues to use, to make Amazon the massive success it is today. Steve shows business owners, leaders, and CEOs how to apply

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those same practices and watch
their business become more
efficient, productive, and
successful—fast!

Lead, Reimagine, and Reinvent
to Drive Growth and Create
Value in Unprecedented Times
Turn your Established Business
into an Innovation Champion to
Win the Future

Think Like Amazon: 50 1/2 Ideas
to Become a Digital Leader
Shaping the Future of ICT
Tech Trends in Practice
Telecom Extreme
Transformation
Future Access Enablers for
Ubiquitous and Intelligent
Infrastructures

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'Professor Marwala has sought to understand what good leadership should mean by drawing on the collective experience of authors who have written on many topics.' - Former President of South Africa, THABO MBEKI

We cannot underestimate how critical strong leadership is in all aspects of our lives. It enables us to run our lives, homes, communities, workplaces and nations. Given its importance, it is pertinent to ask: What is the source of good leadership? Albert Einstein once said, 'The only source of knowledge is experience.' Many philosophers have observed

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this and, if we accept experience as the only source of knowledge, can we extend this conclusion to leadership? Or is the basis of good leadership intuition or instinct? Or is it perhaps a combination of these? In Leadership Lessons From Books I Have Read, Tshilidzi Marwala adopts the thesis that the source of good leadership is knowledge, and the source of knowledge is experience, which can take many forms: reading widely, listening, and engaging in discussion and debate with other knowledge seekers. If leadership is derived from knowledge and knowledge is

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derived from experience, the 'experience' in this book is from 50 books that Tshilidzi has read, and so the source of knowledge informing leadership is the collective experience of the more than 50 accomplished authors who wrote those books including, among others, Chinua Achebe, Thomas Sankara, NoViolet Bulawayo, Nelson Mandela, Mandla Mathebula, Eugène Marais, Chimamanda Ngozi Adichie, Jean-Jacques Rousseau, Daniel Kahneman, Karl Marx, Ng?g? wa Thiong'o, Nassim Taleb and Aristotle. Divided into four sections, Tshilidzi shares his leadership lessons in the areas of Africa and the

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diaspora, the search for the
leading polity, science,
technology and society, and
the leadership of nations.

'Those who do not read,
should not lead.' - THILIDZI
MARWALA

As more and more devices
become interconnected
through the Internet of
Things (IoT), there is an
even greater need for this
book, which explains the
technology, the
internetworking, and
applications that are making
IoT an everyday reality. The
book begins with a
discussion of IoT
"ecosystems" and the
technology that enables
them, which includes:

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Wireless Infrastructure and Service Discovery Protocols Integration Technologies and Tools Application and Analytics Enablement Platforms A chapter on next-generation cloud infrastructure explains hosting IoT platforms and applications. A chapter on data analytics throws light on IoT data collection, storage, translation, real-time processing, mining, and analysis, all of which can yield actionable insights from the data collected by IoT applications. There is also a chapter on edge/fog computing. The second half of the book presents various IoT ecosystem use cases. One

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chapter discusses smart airports and highlights the role of IoT integration. It explains how mobile devices, mobile technology, wearables, RFID sensors, and beacons work together as the core technologies of a smart airport. Integrating these components into the airport ecosystem is examined in detail, and use cases and real-life examples illustrate this IoT ecosystem in operation. Another in-depth look is on envisioning smart healthcare systems in a connected world. This chapter focuses on the requirements, promising applications, and roles of cloud computing and

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data analytics. The book also examines smart homes, smart cities, and smart governments. The book concludes with a chapter on IoT security and privacy. This chapter examines the emerging security and privacy requirements of IoT environments. The security issues and an assortment of surmounting techniques and best practices are also discussed in this chapter. Foreword by Werner Vogels, Vice President and Corporate Technology Officer, Amazon

The AWS exam has been updated. Your study guide should be, too. The AWS Certified Developer Official Study Guide—Associate Exam

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is your ultimate preparation resource for the latest exam! Covering all exam objectives, this invaluable resource puts a team of AWS experts at your side with expert guidance, clear explanations, and the wisdom of experience with AWS best practices. You'll master core services and basic architecture, and equip yourself to develop, deploy, and debug cloud-based applications using AWS. The AWS Developer certification is earned by those who demonstrate the technical knowledge and skill associated with best practices for building secure, reliable cloud-based

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applications using AWS
technology. This book is
your official exam prep
companion, providing
everything you need to know
to pass with flying colors.
Study the AWS Certified
Developer Exam objectives
Gain expert insight on core
AWS services and best
practices Test your
understanding of key
concepts with challenging
chapter questions Access
online study tools including
electronic flashcards, a
searchable glossary,
practice exams, and more
Cloud computing offers
businesses the opportunity
to replace up-front capital
infrastructure expenses with

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low, variable costs that scale as they grow. This customized responsiveness has negated the need for far-future infrastructure planning, putting thousands of servers at their disposal as needed—and businesses have responded, propelling AWS to the number-one spot among cloud service providers. Now these businesses need qualified AWS developers, and the AWS certification validates the exact skills and knowledge they're looking for. When you're ready to get serious about your cloud credentials, the AWS Certified Developer Official Study Guide—Associate Exam

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is the resource you need to pass the exam with flying colors. NOTE: As of October 7, 2019, the accompanying code for hands-on exercises in the book is available for downloading from the secure Resources area in the online test bank. You'll find code for Chapters 1, 2, 11, and 12.

Who benefits from smart technology? Whose interests are served when we trade our personal data for convenience and connectivity? Smart technology is everywhere: smart umbrellas that light up when rain is in the forecast; smart cars that relieve drivers of the

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drudgery of driving; smart toothbrushes that send your dental hygiene details to the cloud. Nothing is safe from smartification. In *Too Smart*, Jathan Sadowski looks at the proliferation of smart stuff in our lives and asks whether the tradeoff—exchanging our personal data for convenience and connectivity—is worth it. Who benefits from smart technology? Sadowski explains how data, once the purview of researchers and policy wonks, has become a form of capital. Smart technology, he argues, is driven by the dual imperatives of digital

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capitalism: extracting data from, and expanding control over, everything and everybody. He looks at three domains colonized by smart technologies' collection and control systems: the smart self, the smart home, and the smart city. The smart self involves more than self-tracking of steps walked and calories burned; it raises questions about what others do with our data and how they direct our behavior—whether or not we want them to. The smart home collects data about our habits that offer business a window into our domestic spaces. And the smart city, where these systems have

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space to grow, offers military-grade surveillance capabilities to local authorities. Technology gets smart from our data. We may enjoy the conveniences we get in return (the refrigerator says we're out of milk!), but, Sadowski argues, smart technology advances the interests of corporate technocratic power—and will continue to do so unless we demand oversight and ownership of our data.

Smartphone Based Medical Diagnostics

50 1/2 Ways to Become a Digital Leader

10 Principles for Every Leader from the World's

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Communication, Management
and Information Technology
Think Like Amazon
Digital Management
Transformation for the Non-
Digital Organization
14 Principles to Grow Your
Business Like Amazon

This new edition has been completely revised with updated information on hotels, lodges and tour operators. It contains a detailed and illustrated natural history section on native species and habitats. The Amazon is an ideal location for eco-travellers, naturalists, sports enthusiasts and explorers. Travellers are given sound advice on responsible travel and planning their own expedition.

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The book focuses on the power of business blockchain. It gives an overview of blockchain in traditional business, marketing, accounting and business intelligence. The book provides a detailed working knowledge of blockchain, user cases of blockchain in business, cryptocurrency and Initial Coin Offering(ICO) along with the risks associated with them. The book also covers the detailed study of decentralization, mining, consensus, smart contracts, concepts and working of distributed ledgers and hyper ledgers as well as many other important concepts. It also details the security and privacy aspects of blockchain. The book is beneficial for readers who are preparing for their business

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careers, those who are working with small scale businesses and startups, and helpful for business executives, managers, entrepreneurs, bankers, government officials and legal professionals who are looking to blockchain for secure financial transactions. The book will also be beneficial for researchers and students who want to study the latest developments of blockchain. This exciting book explores the past, present and future of IoT, presenting the most prominent technologies that comprise IoT applications, including cloud computing, edge computing, embedded computing, Big Data, Artificial Intelligence (AI), blockchain and cybersecurity. A comprehensive description of the

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full range of the building blocks that comprise emerging IoT systems and applications is provided, while illustrating the evolution of IoT systems from the legacy small scale sensor systems and wireless sensor networks, to today's large scale IoT deployments that comprise millions of connected devices in the cloud and smart objects with (semi)autonomous behavior. It also provides an outlook for the future evolution of IoT systems, based on their blending with AI and the use of emerging technologies like blockchain for massively decentralized applications. The full spectrum of technologies that are closely associated with the term IoT since its introduction are explored. The book also highlights the main

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***challenges that are associated with
the development and deployment of
IoT applications at scale, including
network connectivity, security, and
interoperability challenges. First
tech sensors, wireless sensor
networks and radio-frequency
identification (RFID) tags are
covered. Machine learning, big data
and security issues are also
explored.***

***This comprehensive text/reference
presents a broad-ranging overview
of device connectivity in distributed
computing environments,
supporting the vision of an Internet
of Things (IoT). Expert perspectives
are provided by an international
selection of researchers from both
industry and academia, covering
issues of communication, security,
privacy, interoperability,***

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networking, access control, and authentication. In addition to discussing state-of-the-art research and practice, the book includes corporate analyses offering a balanced view of benefits and limitations, and numerous case studies illustrating the challenges and practical solutions. Topics and features: discusses issues of security and privacy in connected environments, with a specific focus on the impact of the IoT paradigm on enterprise information systems; examines the challenges of managing big data in IoT environments, and proposes cloud computing-based solutions to the limitations inherent in the IoT paradigm; suggests approaches to overcome service-level interoperability problems in the IoT

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environment; introduces a mobile IoT simulator designed to evaluate the behavior of IoT systems, in addition to a novel approach to manage hyper-connectivity in the IoT; describes the use of the Essence framework to model software development methods, and highlights the benefits of integrating data from smart buildings and IoT devices; presents an asymmetric schema matching mechanism for IoT interoperability, and explores the topic of automatic provenance capture at the middleware level; reviews emerging network topologies and communication technologies, and advises on the adoption of a data distribution service as a middleware platform for IoT systems. This practically-oriented volume serves

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***as a complete reference for
students, researchers and
practitioners of distributed
computing, providing insights into
the latest approaches,
technologies, and frameworks
relevant to the IoT environment.
Enabling Technologies, Platforms,
and Use Cases***

***Mobile, Secure, and Programmable
Networking***

***International Conference on
Communication, Management and
Information Technology (ICCMIT
2016, Cosenza, Italy, 26-29 April
2016)***

***How the Best Companies Go
Farther and Work Harder to Create
Knock-Your-Socks-Off Customer
Experiences***

***AWS Certified Developer Official
Study Guide, Associate Exam***

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The Future is Smart Associate (DVA-C01) Exam

Build your own Internet of Things (IoT) projects for prototyping and proof-of-concept purposes. This book contains the tools needed to build a prototype of your design, sense the environment, communicate with the Internet (over the Internet and Machine to Machine communications) and display the results. Raspberry Pi IoT Projects provides several IoT projects and designs are shown from the start to the finish including an IoT Heartbeat Monitor, an IoT Swarm, IoT Solar Powered Weather Station, an IoT iBeacon Application and a RFID (Radio Frequency Identification)

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IoT Inventory Tracking System.

The software is presented as reusable libraries, primarily in Python and C with full source code available. Raspberry Pi IoT Projects: Prototyping Experiments for Makers is also a valuable learning resource for classrooms and learning labs. What You'll Learn build IOT projects with the Raspberry Pi Talk to sensors with the Raspberry Pi Use iBeacons with the IOT Raspberry Pi Communicate your IOT data to the Internet Build security into your IOT device Who This Book Is For Primary audience are those with some technical background, but not necessarily engineers. It will also appeal to technical people

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wanting to learn about the Raspberry Pi in a project-oriented method.

“Reading this book is like having Jeff Bezos advise me.” —Eric Martinez, Founder and CEO of Modjoul The former Amazon executive who launched and scaled Amazon Marketplace delivers the ultimate playbook on how to “think like Amazon” and succeed in the digital age. “What would Jeff do?” Since leaving Amazon to advise start-ups and corporations, John Rossman has been asked this question countless times by executives who want to know “the secret” behind Amazon’s historic success. In this step-by-step guide, he provides 50

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1/2 answers drawn from his experience as an Amazon executive—and shows today's business leaders how to think like Amazon, strategize like Bezos, and beat the competition like nobody's business. Learn how to:

- Move forward to get back to Day 1—and change the status quo.*
- Become a platform company—with the right platform strategy.*
- Create customer obsession—and grant your customers superpowers.*
- Experiment, fail, rinse, and repeat.*
- Decentralize your way to digital greatness.*
- Master the magic of small autonomous teams.*
- Avoid the trap of past positions.*
- Make better and faster decisions.*
- Use metrics to create a culture of*

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accountability and innovation • Use AI and the Internet of Things to reinvent customer experiences. In addition to these targeted strategies, you'll receive a rare inside glimpse into how Jeff Bezos and Amazon take a remarkably consistent approach to innovate, explore new markets, and spark new growth. You'll understand the unique mindset and inner workings that drive Amazon's operational excellence, from its ground-up approach to new digital markets to its out-of-the-box attitudes on innovation. Along the way, you'll learn specific game-changing strategies that made Amazon stand out in a crowded digital world. These include actionable

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ideas that you can use to transform your culture, expand your business into digital, and become the kind of platform company that customers obsess over. Rossman also offers invaluable insights into the latest technologies, e-commerce marketing, online culture, and IoT disruptions that only an Amazon insider would know. If you want to compete and win in the digital era, you have to Think Like Amazon. In today's market, emerging technologies are continually assisting in common workplace practices as companies and organizations search for innovative ways to solve modern issues that arise. Prevalent applications

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including internet of things, big data, and cloud computing all have noteworthy benefits, but issues remain when separately integrating them into the professional practices. Significant research is needed on converging these systems and leveraging each of their advantages in order to find solutions to real-time problems that still exist.

Challenges and Opportunities for the Convergence of IoT, Big Data, and Cloud Computing is a pivotal reference source that provides vital research on the relation between these technologies and the impact they collectively have in solving real-world challenges. While highlighting topics such as

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cloud-based analytics, intelligent algorithms, and information security, this publication explores current issues that remain when attempting to implement these systems as well as the specific applications IoT, big data, and cloud computing have in various professional sectors. This book is ideally designed for academicians, researchers, developers, computer scientists, IT professionals, practitioners, scholars, students, and engineers seeking research on the integration of emerging technologies to solve modern societal issues.

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*Principles of Strategic
Communication*

*Trends in Information Technology,
Communications Engineering, and
Management*

*A 360-Degree View of IoT
Technologies*

*Prototyping Experiments for
Makers*

*Research Anthology on Edge
Computing Protocols, Applications,
and Integration*

A LITA Guide

**How Amazon combined branding
and relationship marketing
with massive distribution
infrastructure to become the**

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ultimate service brand in the digital economy. Amazon is ubiquitous in our daily lives—we stream movies and television on Amazon Prime Video, converse with Alexa, receive messages on our smartphone about the progress of our latest orders. In Buy Now, Emily West examines Amazon's consumer-facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background, becoming a sort of infrastructure that can be taken for granted. Amazon promotes the comfort and care of its customers (but

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not its workers) to become the ultimate service brand in the digital economy. West shows how Amazon has cultivated personalized, intimate relationships with consumers that normalize its outsized influence on our selves and our communities. She describes the brand's focus on speedy and seamless ecommerce delivery, represented in the materiality of the branded brown box; the positioning of its book retailing, media streaming, and smart speakers as services rather than sales; and the brand's image control strategies. West considers why pushback against Amazon's ubiquity

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and market power has come mainly from among Amazon's workers rather than its customers or competitors, arguing that Amazon's brand logic fragments consumers as a political bloc. West's innovative account, the first to examine Amazon from a critical media studies perspective, offers a cautionary cultural study of bigness in today's economy. Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. Drawing on

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the latest research in the field, the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. To facilitate learning and tie concepts to practice, each chapter includes introductory focus questions, a contemporary global case study, a career profile of a current practitioner, end-of-chapter discussion questions, and features that highlight how research methods can be applied to strategic communication practice. Principles of Strategic Communication is ideal as a

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core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs. The accompanying online support material features chapter summaries, useful links to examples of strategic communication in action, suggested further reading, and practice test questions. Instructors will find an instructor's resource manual that includes sample syllabi, class activities, lecture topics, and a test bank. Please visit www.routledge.com/9780367426316. Are you ready for the IoT revolution? The Internet of

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Things (IoT) will soon be everywhere—embedded in interconnected devices we'll use every day. Already, cars, appliances, and wearables transmit realtime data to improve performance . . . and new IoT products can even save your life. Consumer goods are just the tip of the iceberg. Amid projections that 30 billion smart devices will be linked in the near future, traditional companies such as Siemens, GE, and John Deere are preparing for profound changes to management, strategy, manufacturing, and maintenance. With the IoT, for example, sensors warn

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when a critical assembly-line part is about to break, or track how customers actually use products. Data hubs collect and share information instantly with departments, supply chains, partners, and customers—anchoring the organization and replacing hierarchies with circular systems. The Future is Smart documents the shifts now under way. Written by a leading IoT strategist, the book explains how companies are tapping technology to:

- Optimize supply chains
- Maximize quality
- Boost safety
- Increase efficiency
- Reduce waste
- Cut costs
- Revolutionize product design

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- Delight customers For those who are ready, the opportunities are endless. This big-think book reveals concrete actions for thriving in this new tech-enabled world.

Global Marketing Management, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing

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managers work across business functions to achieve overall corporate goals. The author provides relevant historical background and offers logical explanations of current trends based on information from marketing executives and academic researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the

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drastic changes the global economy has undergone, the explosive growth of information technology and e-commerce, the economic and political forces of globalization, and the various consequences of corporate action such as environmental pollution, substandard food safety, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom participation and strengthen student learning.

How Digital Capitalism is
Extracting Data, Controlling
Our Lives, and Taking Over
the World
Challenges and Opportunities

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Leading Internet Of Things
for the Convergence of IoT,
Big Data, and Cloud
Computing

Blockchain for Business

New Top Technologies Every

Librarian Needs to Know

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The Binary Firm

The Trillion Dollar Shift

***Expert guidance on how
to grow innovation and
optimize already-
successful areas of
established
organizations***

Transforming Legacy

***Organizations provides
real-world advice and***

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research-based information on how to grow innovation by employing new technologies, improving processes, and establishing a culture of creativity and forward momentum. Conventional business wisdom views innovation as the biggest advantage startups have over large, established organizations, often referred to as legacy organizations. This belief is false, especially when

**considering that 70% of
all startups fail within
20 months of their first
venture round. The truth
is innovation
initiatives of legacy
organizations have far
better chances of
succeeding.**

**Organizations with
superior
resources—money,
customers, suppliers,
data, employees,
infrastructure—can
overcome challenges from
new entrepreneurial
ventures: knowing how to
leverage their**

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***underutilized advantage
is key for achieving
sustained, long-term
innovation success.
Author Kris Oestergaard
has been teaching
established
organizations around the
world for over 15 years.
Transforming Legacy
Organizations
illustrates how to best
pursue innovation to
create future success.
This book helps leaders
to: Incorporate proven
strategies and research-
based information into
your organization's***

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Strategies

**overall innovation
initiatives Use new
technologies to improve
processes and increase
innovation Learn to
capitalize on your
organization's existing
resources to beat
startups at their own
game Transform
innovative concepts into
specific products,
services, and business
models Reinvent your
organization to overcome
disruptions in the
market and challenges
from new competitors
Transforming Legacy**

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Organizations: Turn your
Established Business
Strategies

*into an Innovation
Champion to Win the
Future is a valuable
resource for leaders of
established companies
such as C-Suite
executives, senior
managers, and heads of
business development,
innovation, and digital
teams.*

*Introduction: are you
ready for 2030? --
Qualities of courageous
leadership -- What keeps
the CEO up at night --
Driving innovation*

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**across the enterprise --
Leaders of**

transformational change

**-- Elevation and career
ascent -- The "eyes and**

ears" of the enterprise

**-- Building a robust
network of partners --**

Key takeaways

**This book constitutes
the thoroughly refereed
post-conference**

**proceedings of the 6th
International Conference
on Mobile, Secure and
Programmable Networking,
held in Paris, France,
in October 2020. The 16
full papers presented in**

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this volume were carefully reviewed and selected from 31 submissions. They discuss new trends in networking infrastructures, security, services and applications while focusing on virtualization and cloud computing for networks, network programming, software defined networks (SDN) and their security.

The Amazon Way on IoT is for the leader who wants to understand how the

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internet of things is transforming business and society. Readers will discover business cases, key concepts, technologies and tools to help develop, explain and execute their own IoT approach through understanding Amazon's and other leading companies sophisticated IoT technologies and strategies. Connected devices, wearables, cloud computing, sensors, machine learning and algorithms are all capabilities and

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**technologies
dramatically changing
business, government and
organizational
landscapes. These are
the core components
enabling the internet of
things, which Harvard
professor Michael Porter
writes is the backbone
for a third wave of
technology-led
innovation and digital
disruption. This book
gives you the easy
recipes to identify the
opportunities in your
business.**

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**Raspberry Pi IoT
Projects
Leadership Lessons from
Books I Have Read
6th International
Conference, MSPN 2020,
Paris, France, October
28–29, 2020, Revised
Selected Papers
Transforming Legacy
Organizations
5th EAI International
Conference, FABULOUS
2021, Virtual Event, May
6–7, 2021, Proceedings
Connected Environments
for the Internet of
Things**

This book investigates the pressing issue of

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resource management for Internet of Things (IoT). The unique IoT ecosystem poses new challenges and calls for unique and bespoke solutions to deal with these challenges. Using a holistic approach, the authors present a thorough study into the allocation of the resources available within IoT systems to accommodate application requirements. This is done by investigating different functionalities and architectural approaches involved in a basic workflow for managing the lifecycle of resources in an IoT system. Resource Management for the Internet of Things will be of interest to researchers and students as well as professional developers interested in studying the IoT paradigm from data acquisition to the delivery of value-added services for the end user.

Smartphone Based Medical Diagnostics provides the theoretical background and practical applications for leveraging the

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strengths of smartphones toward a host of different diagnostics, including, but not limited to, optical sensing, electrochemical detection, integration with other devices, data processing, data sharing and storage. The book also explores the translational, regulatory and commercialization challenges of smartphone incorporation into point-of-care medical diagnostics and food safety settings. Presents the first comprehensive textbook on smartphone based medical diagnostics Includes a wide array of practical applications, including glucose monitoring, flow cytometry, rapid kit, microfluidic device, microscope attachment, and basic vital sign/activity monitoring Covers translational, regulatory and commercialization issues Winner of the Gold Axiom Business Book Award 2019 in the Philanthropy / Non Profit / Sustainability category. Over the past 30 years, the world has seen great

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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 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 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 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 and figures to support the

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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 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 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 the Sustainable Development Goals. This book illustrates for business how to make the much-needed Trillion Dollar Shift. "What would Jeff do?" Since leaving Amazon to advise start-ups and corporations, John Rossman has been

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asked this question countless times by executives who want to know "the secret" behind Amazon's historic success. In this step-by-step guide, he provides 50 1 / 2 answers drawn from his experience as an Amazon executive--and shows today's business leaders how to think like Amazon, strategize like Bezos, and beat the competition like nobody's business. In addition to these targeted strategies, you'll receive a rare inside glimpse into how Jeff Bezos and Amazon take a remarkably consistent approach to innovate, explore new markets, and spark new growth. You'll understand the unique mindset and inner workings that drive Amazon's operational excellence, from its ground-up approach to new digital markets to its out-of-the-box attitudes on innovation. Along the way, you'll learn specific game-changing strategies that made Amazon stand out in a crowded digital world.

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These include actionable ideas that you can use to transform your culture, expand your business into digital, and become the kind of platform company that customers obsess over. Rossman also offers invaluable insights into the latest technologies, e-commerce marketing, online culture, and IoT disruptions that only an Amazon insider would know. If you want to compete and win in the digital era, you have to Think Like Amazon.

--Publisher

Artificial Intelligence and Industrial Internet of Things Paradigm

Getting Started with Enterprise Internet of Things: Design Approaches and Software Architecture Models

The CEO of Technology