

The New Digital Age Transforming Nations Businesses And Our Lives

Digital technology and the Internet have greatly affected the political realm in recent years, allowing citizens greater input and interaction in government processes. The mainstream media no longer holds all the power in political commentary. Transforming Politics and Policy in the Digital Age provides an updated assessment of the implications of technology for society and the realm of politics. The book covers issues presented by the technological changes on policy making and offers a wide array of perspectives. This publication will appeal to researchers, politicians, policy analysts, and academics working in e-government and politics.

Digital transformation is no longer news—it’s a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn’t. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can’t predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

Become a Digital Master—No Matter What Business You're In If you think the phrase “going digital” is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In Leading Digital, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you'll learn: • How to engage better with your customers • How to digitally enhance operations • How to create a digital vision • How to govern your digital activities The book also includes an extensive step-by-step transformation playbook for leaders to follow. Leading Digital is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

The New Digital AgeReshaping the Future of People, Nations and BusinessHachette UK

The Transformation of Academic and Higher Education Publishing in Britain and the United States

The Digital Matrix

Create an Authentic Experience in the Peer-to-Peer Economy

Turning Technology into Business Transformation

Strategic Digital Transformation

Management and Information Technology after Digital Transformation

The Network Is Your Customer

We are living in an uncertain world that is rapidly changing with an overload of information and a continual rise of technologies. Automation, the gig economy, digital platforms and other innovations are changing the fundamental nature of work and are having a profound impact on the workforce, workplace and the HR function. Digital HR Strategy is crucial reading for all HR practitioners and leaders wanting to ensure that their organization adapts to this changing and increasingly competitive environment by creating a strategic and sustainable transformation which goes beyond conventional digital HR propositions. Featuring case studies from organizations including Airbnb and PepsiCo, it covers areas such as the importance of cultural change and creating a human-centric employee experience, leveraging value propositions, and harnessing data insights and analytics to improve performance. Digital HR Strategy also explores frameworks, strategies and opportunities for wellbeing initiatives, upskilling and reskilling workforces to respond to and establish a culture of collaboration and innovation. Featuring tips, tools, and key questions to consider, it is an indispensable resource for all HR practitioners and leaders looking to build, develop and execute a digital HR strategy in order to achieve and sustain competitive advantage in a changing digital age.

In an unparalleled collaboration, two leading global thinkers in technology and foreign affairs give us their widely anticipated, transformational vision of the future: a world where everyone is connected—a world full of challenges and benefits that are ours to embrace. Eric Schmidt is one of Silicon Valley’s great leaders, having taken Google from a small startup to one of the world’s most influential companies. Jared Cohen is the director of Google Ideas and a former adviser to secretaries of state Condoleezza Rice and Hillary Clinton. Together, their combined knowledge and experiences, the authors are uniquely positioned to take on some of the toughest questions about our future: Who will be more powerful in the future, the citizen or the state? Will technology make terrorism easier or harder to prevent? How will the relationship between privacy and security, and how much will we have to give up to be part of the new digital age? In this groundbreaking book, Schmidt and Cohen combine observation and insight to outline the promise and peril awaiting us in the coming decades. Pragmatic and inspirational, this is a forward-thinking account of where our world is headed and what this means for people, states and businesses. With the confidence and clarity of visionaries, Schmidt and Cohen illustrate just how much we have to look forward to, but also beware of—as the greatest information and technology revolution in human history continues to evolve. On individual, community and state levels, across every geographical and socioeconomic spectrum, they reveal the dramatic developments—good and bad—that will shape both our everyday lives and our understanding of self and society, as technology advances and our virtual identities become more and more fundamentally real. As Schmidt and Cohen’s nuanced vision of the near future unfolds, an urban professional takes her work to the next level, work, attends meetings via hologram and dispenses housekeeping robots by voice; a Congolese fisherwoman uses her smart phone to monitor market demand and coordinate sales (saving on costly refrigeration and preventing overfishing); the potential arises for a new statehood and “Internet asylum” to liberate political dissidents and oppressed minorities, but also for tech-savvy autocracies (and perhaps democracies) to exploit their citizens’ mobile devices for ever more ubiquitous surveillance. Along the way, we meet a number of international figures—including Julian Assange—who explain their own visions of our technology-saturated future. Inspiring, provocative and absorbing, The New Digital Age is a brilliant analysis of how our hyper-connected world will soon look, from two of our most informed public thinkers.

One book for the entire journey: How to digitally transform your organization Innovation in the face of major external change is critical for any organization's success, but attempting to do so often leads to more questions than actions: Where do you start? What are the right resources? How should work be implemented? What data should you measure? For the first time, these questions are answered in a single book that covers the end-to-end execution of digital transformation – from leadership-level strategy, to on-the-ground implementation. With the biggest revelation of all, Herbert argues, being that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to change itself. Featuring the 'how to' of digital transformation development across every sector, Herbert distills it into five actionable stages. These stages act as a repeatable framework for continual innovation, allowing you to produce results immediately and grow change incrementally across your organization. In Digital Transformation, you'll learn on her own experiences in leading change and innovation programmes globally, as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund, Morgan Stanley, Royal Caribbean Cruises, the United Nations High Level Panel of Experts, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others.

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for over a decade, she has heard a common refrain: “What should we do about shadow IT?” She’s decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it’s time for a new way of thinking about leadership that recognizes—and is nervous about—the demands of the digital age. Whether you’re an executive, department head, or IT manager, The New IT provides an action-ready blueprint for building and strengthening the role of IT in your company—and preparing for the future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company's culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company, from the C-suite to the front lines. A set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn how to bring your business and IT together in a way that is truly transformative. The new IT is not just a power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. The new IT “Jill has penned a de Toquevillean map of the digital world. Should be a required text for every business leader in the country.” Thornton May, futurist and author of The New Know “Enterprise IT has reached an inflection point in how services are delivered and how they are requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT.” Kimberly Stevenson, Vice President and Chief Information Officer, Intel “Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It’s a timely book that should be read by executives across all industries.” Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles “A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset.” Peter Ross, MIT Center for Information Research and authors of IT Governance “Everywhere I go I hear complaints about the old IT. Jill Dyché’s book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device world.” H. Davenport, Distinguished Professor, Babson College, and author of Competing on Analytics and Big Data @ Work

You are likely a CEO, or maybe a CIO, CTO, CFO, or other C-Suite leader. You may be on a Board of Directors. You may be a divisional or functional leader, manager, or supervisor. Regardless of where you sit, you need to deal with the emerging technologies in your organization on a daily basis - and not just the technologies themselves, but also the societal, organizational, and ethical issues surrounding them. I've been in your position, as a CEO who has built companies, a Board member for technology start-ups, and a manager trying to lead through the face of the disruption and transformation that technology can create. Now, at Columbia University's Center for Technology Management, I work with leaders to develop and implement the decisions, plans, and strategies related to technology and the work environment. I've been thinking deeply about leadership in an age of rapid technological change and its accompanying disruption, and want to share my thinking with you. This short book presents an overview of my current thinking about the environment and the challenges, opportunities, and risks we face. I want to illuminate the situation and lay the groundwork for you as you think through your strategies, plans, and execution. This is an exciting time for the CEO, entrepreneur, and technologist. My job is to help you navigate the murky but exciting waters.

Beyond Digital

Managing Democracy in the Digital Age

Reinventing the Company for the Digital Age

Five Strategies to Thrive in a Digital Age

Strategy and Leadership When Algorithms and Networks Run the World

Winning In The Digital Age

Digital HR Strategy

Social media and digital technologies are transforming what and how we read. Books and Social Media considers the way in which readers and writers come together in digital communities to discover and create new works of fiction. This new way of engaging with fiction stretches the boundaries of what has been considered a book in the past by moving beyond the physical or even digitally bound object to the consideration of content, containers, and the ability to share. Using empirical data and up-to-date research methods, Miriam Johnson introduces the ways in which digitally social platforms give rise to a new type of citizen author who chooses to sidestep the industry’s gatekeepers and share their works directly with interested readers on social platforms. Gender and genre, especially, play a key role in developing the communities in which these authors write. The use of surveys, interviews, and data mining brings to the fore issues of gender, genre, community, and power, which highlight the push and pull between these writers and the industry. Questioning what we always thought we knew about what makes a book and traditional publishing channels, this book will be of interest to anyone studying or researching publishing, book history, print cultures, and digital and contemporary literatures.

Wall Street Journal Bestseller Thrive in the Digital Age Digital transformations are everywhere: business to business, business to consumer, and even government to citizens. Digital transformation promises a bridge to a digital future, where organizations can thrive with more fluid business models and processes. Less than 20% of organizations are getting digital transformations right, but these digitally transformed organizations can deliver twice as fast as other organizations, cut OPEX by over 30%, and have seen a near-immediate doubling in brand value. The power to act faster and do it better than before sits at the heart of truly digitally transformed organizations. In The Digital Helix, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization—from the role of the digital-explorer leader in using information to empower the organization to move better and faster to shifts in sales, marketing, communications and leadership, product development, and service and support. The Digital Helix is a practical guide to bringing all the key functions together and includes guidance on developing a digital culture from the ground up—making it part of your company’s DNA—and the mindset tools needed to bring your organization into the digital-first age. Creating this digital-first DNA for your organization will allow you to not only embrace the digital age but thrive in it.

Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we’re headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company’s future. This book is your guide. For companies to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their competitors. In their new book, Paul Levinand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy& global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company’s place in the world Build privileged insights into your customers Create value through ecosystems Break up the traditional organization Reposition your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for designing and executing the transformations that are required for companies to succeed in the digital age.

Build a Modern L&D Team Organizations are facing an era of rapid acceleration. As new technology and digital strategies are integrated, workers at all levels will be required to build capability much faster than before, navigating more complex systems and processes. Yet, learning and development (L&D) has lagged in this area, as too many L&D functions still focus on transactional interactions across a broad and complex portfolio while starved for resources. In L&D’s Playbook for the Digital Age, Brandon Carson makes the case that it’s time to reorient L&D, take a more proactive role in enabling the workforce, and create a new framework for developing skills and capabilities. L&D leaders must realize theirs is one of the most critical business functions and must be appropriately funded and resourced to realize the performance gains that are crucial to the business. L&D cannot be caught standing still and, in fact, needs a new playbook to navigate the radical and complex transformation the digital age is demanding. Stemming from the sports world, a playbook ensures the players know their roles, connect as a team, and understand the winning strategy and how to execute the game plan. For L&D, a playbook can help build alignment across the team and with stakeholders by being flexible as business needs change. Carson walks you through the steps to formulate how a new playbook could help the alignment of your L&D function—whether it’s restructuring, new skilling, or reskilling. He asks readers to speak the language of business instead of the language of learning. For example, does your workforce repair aircraft or do they enable safe flight? In other words, can you be the visionary your organization requires?

Throughout history, maps have been a powerful tool in the constitutive imaginary of governments seeking to define or contest the limits of their political reach. Today, new digital technologies have become central to mapping as a way of formulating alternative political visions. Mapping can also help marginalised communities to construct speculative designs using participatory practices. Mapping and Politics in the Digital Age explores how the development of new digital technologies and mapping practices are transforming global politics, power, and cooperation. The book brings together authors from across political and social theory, geography, media studies and anthropology to explore mapping and politics across three sections. Contestations introduces the reader to contemporary developments within mapping and explores the politics of mapping as a form of knowledge and contestation. Governance analyses mapping as a set of institutional practices, providing key methodological frames for understanding global governance in the realms of urban politics, refugee control, health crises and humanitarian interventions and new techniques of biometric regulation and autonomic computation. Imaginaries provides examples of future-oriented analytical frameworks, highlighting the transformation of mapping in an age of digital technologies of control and regulation. In a world conceived as without borders and fixed relations, new forms of mapping stress the need to rethink assumptions of power and knowledge. This book provides a sophisticated and nuanced analysis of the role of mapping in contemporary global governance, and will be of interest to students and researchers working within politics, geography, sociology, media, and digital culture and technology.

Transforming Your Organization's DNA to Thrive in the Digital Age

Writing History in the Digital Age

Transforming Industrial Policy for the Digital Age

Transforming Politics and Policy in the Digital Age

Books and Social Media

Children of Jihad

Searching for clarity amidst the chaos of digital marketing—plus better ROI? Today's online ecosystem can be summed up in one word: overwhelming. With new social media platforms popping up all the time and new technologies disrupting even the most "reliable" marketing strategies, business and nonprofit leaders and marketers are faced with the challenge of getting ahead in an environment that makes it seem impossible to keep up. Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age will help you figure out what's important and what can safely be set aside. No matter your industry, if want to gain momentum for your marketing efforts—along with the just rewards—Momentum is the resource you've been waiting for. Based on her experience as CEO of The Marketing Zen Group and her work with clients ranging from small businesses to Fortune 500 companies, Shama Hyder cuts through the complexity and explains the five essential principles required to develop a successful marketing plan that will withstand the digital world's constant changes and result in real ROI: agility through analytics customer focus integration content curation cross-pollination Momentum will not only demystify the marketing landscape, but also show you how to spot opportunities to grow your organization and brand more easily and with more consistent results than you may have thought possible. Whether you're a young business or an established company, Momentum will teach you how to thrive.

Documents the author's travels to the Middle East in search of an understanding of radical Islamic violence, journeys during which he focused his research on Muslim youth and learned about his interviewees' perspectives and experiences at the risk of his own life.

Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. Reinventing the Product looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. Reinventing the Product makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

Delve Into the Digital World and Discover How Digitalization Will Shape Our Future! The rise of the digital age is breaking the walls and barriers that once restricted society. With each passing day, some new piece of technology is taking society over in one big swoop. Electric (self-driving) cars, advanced robotics, cryptocurrencies, NFTs (non-fungible tokens) - those are just some of the concepts that were only a figment of somebody's imagination 20-30 years ago, but today they are reality. We have to accept the fact that we already live in a futuristic world. If we wish to keep pace with the digital age, we must constantly update our knowledge of both major and minor technologies and digital tools. That is the only way to prepare for what the future will bring - otherwise, the fast-paced progress will consume and render obsolete both us as persons and our companies... With Digitalization: The New Normal of the Post-Pandemic World, renowned business advisor and author that writes about cutting-edge technologies, digital transformation, and cybersecurity, Nicholas P. Lorizio, gives an in-depth discourse on the utilization of digital tools, resources, and personnel in the post-pandemic world to survive and thrive in the new era. Within these pages, you will find an overview of the post-pandemic world in which almost every industry is digitally transformed, the major problems that

already are and can be hindering factors of digitalization, and the solutions to these problems. Written in a comprehensive and understandable manner, this book is a combination of technical and non-technical explanations that will guide you through upcoming changes and serve as an upgrade of your knowledge about digital technologies. If you want to stay relevant in the new digital age, digitalization is your only option, and this book will show you what you need to know and what you need to do to achieve that with ease. So, what are you waiting for? Scroll up, click on "Buy Now with 1-Click", and Get Your Copy Now!

Communication and Learning in an Age of Digital Transformation provides cross-disciplinary perspectives on digitization as social transformation and its impact on communication and learning. This work presents openness within its interpretation of the digital and its impact on learning and communication, acknowledging historical contexts and contemporary implications emerging from discourse on digitization. The book presents a triangulation of different research perspectives. These perspectives, which range from digital resistance parks and cyber-religious questions to cultural-scientific media-theoretical reflections, point to the performative openness of the analysis. The book represents an interdisciplinary approach and opens a space for understanding the social complexity of digital transformations in teaching and learning. This book will be of great interest to academics, post graduate students and researchers in the field of digital learning, communication and education research.

How Great Leaders Transform Their Organizations and Shape the Future

Survive and Thrive in an Era of Mass Extinction

New Rules for Business Transformation Through Technology

Leading in the Digital Age

Transforming Nations, Businesses, and Our Lives

Handbook of Research on Advancing Cybersecurity for Digital Transformation

The New Normal Of the Post-Pandemic World: (Beginner's Guide to Digital Transformation)

Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapien, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

This book presents the proceedings of the 2020 International Conference on Integrated Science in Digital Age, which was jointly supported by the Institute of Certified Specialists (Russia) and Springer, and was held on May 1–3, 2020. The conference provided an international forum for researchers and practitioners to present and discuss the latest innovations, trends, results, experiences and concerns in the various areas of integrated science in the digital age. The main goal of the conference was to efficiently disseminate original findings in the natural and social sciences, covering topics such as blockchain & cryptocurrency; computer law & security; digital accounting & auditing; digital business & finance; digital economics; digital education; digital engineering; machine learning; smart cities in the digital age; health policy & management; and information management.

This book argues that digital globalization is inducing deep and productive transformations, making industrial policy necessary in order to reorientate development towards inclusive and more sustainable growth. The book also demonstrates that industrialization remains an important development process for emerging countries. Regarding the future of jobs, the authors show how the substitution of labour in automation is not inevitable since technology is also complementary to human capital. Policymakers should pay more attention to the new skills that will be required. A particular concern is is the rapid change in technology and business compared to institutions which take time to adapt. Territories have an important role to play in order to speed-up institutional adaptation, providing they can act coherently with the other levels of government.

In light of the increased utilization of information technologies, such as social media and the ' Internet of Things, ' this book investigates how this digital transformation process creates new challenges and opportunities for political participation, political election campaigns and political regulation of the Internet. Within the context of Western democracies and China, the contributors analyze these challenges and opportunities from three perspectives: the regulatory state, the political use of social media, and through the lens of the public sphere. The first part of the book discusses key challenges for Internet regulation, such as data protection and censorship, while the second addresses the use of social media in political communication and political elections. In turn, the third and last part highlights various opportunities offered by digital media for online civic engagement and protest in the public sphere. Drawing on different academic fields, including political science, communication science, and journalism studies, the contributors raise a number of innovative research questions and provide fascinating theoretical and empirical insights into the topic of digital transformation.

Writing History in the Digital Age began as a " what-if " experiment by posing a question: How have Internet technologies influenced how historians think, teach, author, and publish? To illustrate their answer, the contributors agreed to share the stages of their book-in-progress as it was constructed on the public web. To facilitate this innovative volume, editors Jack Dougherty and Kristen Nawrotzki designed a born-digital, open-access, and open peer review process to capture commentary from appointed experts and general readers. A customized WordPress plug-in allowed audiences to add page- and paragraph-level comments to the manuscript, transforming it into a socially networked text. The initial six-week proposal phase generated over 250 comments, and the subsequent eight-week public review of full drafts drew 942 additional comments from readers across different parts of the globe. The finished product now presents 20 essays from a wide array of notable scholars, each examining (and then breaking apart and reexamining) if and how digital and emergent technologies have changed the historical profession.

The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age

Communication and Learning in an Age of Digital Transformation

Reshaping the Future of People, Nations and Business

Momentum

Digital Business Transformation

Seven Building Blocks of a Successful Digital Transformation

One-hundred Days of Silence

This proceedings book presents the outcomes of the VII International Scientific Conference “Digital Transformation of the Economy: Challenges, Trends, New Opportunities”, which took place in Samara, Russian Federation, on April 26–27, 2019. Organized by the Samara State University of Economics, the conference chiefly focused on digital economy issues, such as theoretical preconditions for the development of economic systems in the digital age and specific practical issues related to real-world business practice. Consisting of six chapters corresponding to the thematic areas of the conference, and written by scientists and practitioners from different regions of Russia, Kazakhstan, the Czech Republic and Germany, the book offers answers to the most pressing questions for today's business community: - How is our world changing under the influence of digital technology? - Is sustainable economic development a myth or reality in the context of digitalization? - What threats and opportunities does digitalization bring? - What are realities and prospects of digitalization in the context of business practice? - How do we create a digital infrastructure for the economy? - How should the legal environment of the economy be transformed in the context of digitalization? The conclusions and recommendations presented are not recipes for solving the existing economic problems, but instead are intended for use in further research on transformation processes in the economy and in the development of state economic policies in various countries and regions.

The seventh edition of Spanish banking group BBVA's annual series is dedicated to unveiling the new digital business models for twenty-first century companies. Esteemed experts from BBVA, "The Economist," Harvard University, Columbia Business School, Geoffrey Moore Consulting and more, contribute texts in accessible language.

One Hundred Days of Silence is an important investigation into the 1994 Rwandan genocide and American foreign policy. During one hundred days of spring, eight-hundred thousand Rwandan Tutsis and sympathetic Hutus were slaughtered in one of the most atrocious events of the twentieth century. Drawing on declassified documents and testimony of policy makers, Jared Cohen critically reconstructs the historical account of tacit policy that led to nonintervention. His analysis examines the questions of what the United States knew about the genocide and how the world's most powerful nation turned a blind eye. The study reveals the ease at which an administration can not only fail to intervene but also silence discussion of the crisis. The book argues that despite the extent of the genocide the American government was not motivated to act due to a lack of economic interest. With precision and passion, One Hundred Days of Silence frames the debate surrounding this controversial history.

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

With the widespread transformation of information into digital form throughout society - firms and organizations are embracing this development to adopt multiple types of IT to increase internal efficiency and to achieve external visibility and effectiveness - we have now reached a position where there is data in abundance and the challenge is to manage and make use of it fully. This book addresses this new managerial situation, the post-digitalization era, and offers novel perspectives on managing the digital landscape. The topics span how the post-digitalization era has the potential to renew organizations, markets, and society. The chapters of the book are structured in three topical sections but can also be read individually. The chapters are structured to offer insights into the developments that take place at the intersection of the management, information systems and computer science disciplines. It features more than 60 researchers and managers as collaborating authors in 23 thought-provoking chapters. Written for scholars, researchers, students and managers from the management, information systems and computer science disciplines, the book presents a comprehensive and thought-provoking contribution on the challenges of managing organizations and engaging in global markets when tools, systems and data are abundant.

The Digital Helix

Integrated Science in Digital Age 2020

Build Your Organization's Future for the Innovation Age

Mapping and Politics in the Digital Age

Books in the Digital Age

The New Digital Age

A Results-Driven Approach

The book publishing industry is going through a period of profound and turbulent change brought about in part by the digital revolution. What is the role of the book in an age preoccupied with computers and the internet? How has the book publishing industry been transformed by the economic and technological upheavals of recent years, and how is it likely to change in the future? This is the first major study of the book publishing industry in Britain and the United States for more than two decades. Thompson focuses on academic and higher education publishing and analyses the evolution of these sectors from 1980 to the present. He shows that each sector is characterized by its own distinctive 'logic' or dynamic of change, and that by reconstructing this logic we can understand the problems, challenges and opportunities faced by publishing firms today. He also shows that the digital revolution has had, and continues to have, a profound impact on the book publishing business, although the real impact of this revolution has little to do with the ebook scenarios imagined by many commentators. Books in the Digital Age will become a standard work on the publishing industry at the beginning of the 21st century. It will be of great interest to students taking courses in the sociology of culture, media and cultural studies, and publishing. It will also be of great value to professionals in the publishing industry, educators and policy makers, and to anyone interested in books and their future.

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

"a provocative new book" — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analogue firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

"This is the most important - and fascinating - book yet written about how the digital age will affect our world" Walter Isaacson, author of Steve Jobs From two leading thinkers, the widely anticipated book that describes a new, hugely connected world of the future, full of challenges and benefits which are ours to meet and harness. The New Digital Age is the product of an unparalleled collaboration: full of the brilliant insights of one of Silicon Valley's great innovators - what Bill Gates was to Microsoft and Steve Jobs was to Apple, Schmidt (along with Larry Page and Sergey Brin) was to Google - and the Director of Google Ideas, Jared Cohen, formerly an advisor to both Secretaries of State Condoleezza Rice and Hillary Clinton. Never before has the future been so vividly and transparently imagined. From technologies that will change lives (information systems that greatly increase productivity, safety and our quality of life, thought-controlled motion technology that can revolutionise medical procedures, and near-perfect translation technology that allows us to have more diversified interactions) to our most important future considerations (curating our online identity and fighting those who would do harm with it) to the widespread political change that will transform the globe (through transformations in conflict, increasingly active and global citizenries, a new wave of cyber-terrorism and states operating simultaneously in the physical and virtual realms) to the ever present threats to our privacy and security, Schmidt and Cohen outline in great detail and scope all the promise and peril awaiting us in the coming decades. A breakthrough book - pragmatic, inspirational and totally fascinating. Whether a government, a business or an individual, we must understand technology if we want to understand the future. 'A brilliant guidebook for the next century . . .

Schmidt and Cohen offer a dazzling glimpse into how the new digital revolution is changing our lives' Richard Branson

Internet Regulation, Social Media Use, and Online Civic Engagement

How Established Companies Sustain Competitive Advantage From Now to Next

A Young American's Travels Among the Youth of the Middle East

The Fourth Industrial Revolution

Rethink Your Business for the Digital Age

Production, Territories and Structural Change

L&D's Playbook for the Digital Age

"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it."--Jeff Jarvis, author of "What Would Google Do " "This is the stuff that every business and nonprofit needs to embrace if they're going to succeed in a changing world."--Vivian Schiller, CEO of NPR With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age. Marketing expert David Rogers examines how digital technologies--from smartphons to social networks--connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies--strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: ACCESS--be faster, be easier, be everywhere, be always on ENGAGE--become a source of valued content CUSTOMIZE--make your offering adaptable to your customer's needs CONNECT--become a part of your customers' conversations COLLABORATE--involve your customers

at every stage of your enterpriseRogers explains these five strategies with over 100 cases from every type and size of business--from shoes to news, and software to healthcare. In "The Network Is Your Customer," he shows: How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories. The book outlines a process for planning and implementing a customer network strategy to match "your" customers, "your" business, and "your" objectives--whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough products and services. Because today, whatever your goals and whatever your business, the network is your customer.

The legendary Silicon Valley entrepreneur examines how both business and government organizations can harness the power of disruptive technologies. Tom Siebel, the billionaire technologist and founder of Siebel Systems, discusses how four technologies—elastic cloud computing, big data, artificial intelligence, and the internet of things—are fundamentally changing how business and government will operate in the 21st century. While this profound and fast-moving transformation can appear daunting to some, Siebel shows how organizations can not only survive, but thrive in the new digital landscape. In this authoritative yet accessible book, Siebel guides readers through the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI and IoT with stunning results.

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine “smart factories” in which global systems of manufacturing are coordinated virtually, or

implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

The practical handbook for understanding and winning in the post-COVID digital age and becoming a 21st century leader. For every enterprise and its leaders, the digital age is a roller-coaster ride with more than its fair share of thrills and spills. It presents them with great opportunities to leapfrog and grow. However, success is not easy in the Digital Age. It requires a complete overhaul of the business model and organizational design, and the mind-sets of professionals. Such a large and complex change is not easy to manage, and enterprises often lose their way in their digital transformation attempts. Nitin brings in this book his 25+ years of experience in leadership roles in world-class firms like McKinsey and Fidelity and Digital natives like Flipkart and Incedo. He presents compelling insights and practical examples and answers key questions on how enterprises can win in the Digital Age: • Why do firms fail at digital transformation? • How are the rules of business changing in the digital age? What disruptive opportunities does digital present in various industries? • How to best leverage the potential of digital technologies like AI and the Cloud? • How do organizational capabilities and culture need to change? • What new skills do leaders and young professionals need to build? Nitin brings clarity to the transformation process, breaking it down into seven building blocks and presenting how best to master them. The book is a practitioner's guide for people across all age groups - students, young professionals, experienced professionals, senior executives on how they can realize the amazing opportunities the digital age offers them and achieve their true potential at work and in personal life.

We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises—no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they're passionate about influence their decision making and their spending. The workforce has changed too. Employees expect to be able to determine when and how they will work, the technology they'll use, and the values their company will espouse. Organizations can take part in this conversation only if they recognize how and where it's happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change—how they can keep their promises. Current trends, when taken seriously, require a new way of thinking about business that includes five key areas: 1. Consumerization of technology and the new C-suite 2. Data's influence in driving decisions 3. Digital marketing transformation 4. The future of work 5. Matrix commerce Digital disruption has changed how we do our work. But by mastering these trends you'll delight your customers with every interaction.

Driving Digital Strategy

Achieving Sustainable Transformation in the Digital Age

The New Marketing

Competing in the Age of AI

How to Win in the Digital Age

Digitalization

How the Digital Age is Shaping the Printed Word

Cybersecurity has been gaining serious attention and recently has become an important topic of concern for organizations, government institutions, and largely for people interacting with digital online systems. As many individual and organizational activities continue to grow and are conducted in the digital environment, new vulnerabilities have arisen which have led to cybersecurity threats. The nature, source, reasons, and sophistication for cyberattacks are not clearly known or understood, and many times invisible cyber attackers are never traced or can never be found. Cyberattacks can only be known once the attack and the destruction have already taken place long after the attackers have left. Cybersecurity for computer systems has increasingly become important because the government, military, corporate, financial, critical infrastructure, and medical organizations rely heavily on digital network systems, which process and store large volumes of data on computer devices that are exchanged on the internet, and they are vulnerable to "continuous" cyberattacks. As cybersecurity has become a global concern, it needs to be clearly understood, and innovative solutions are required. The Handbook of Research on Advancing Cybersecurity for Digital Transformation looks deeper into issues, problems, and innovative solutions and strategies that are linked to cybersecurity. This book will provide important knowledge that can impact the improvement of cybersecurity, which can add value in terms of innovation to solving cybersecurity threats. The chapters cover cybersecurity challenges, technologies, and solutions in the context of different industries and different types of threats. This book is ideal for cybersecurity researchers, professionals, scientists, scholars, and managers, as well as practitioners, stakeholders, researchers, academicians, and students interested in the latest advancements in cybersecurity for digital transformation.

Digital Age: Chances, Challenges and Future

Disrupting Digital Business

Leading Digital

How to Transform your Business and Create Value in the Digital Age

How to Propel Your Marketing and Transform Your Brand in the Digital Age

A Guide to Reimagining Your Business

America and the Rwanda Genocide