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The Middleman Economy

How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

Palgrave Macmillan Drew Rosenhaus, the most powerful agent in the NFL, infuriates team owners but manages to give clients what they want. In his own not-so-humble opinion, the NFL would fall apart without him. Lajuan Stoxstill-Diggs, an appliance flipper on Craigslist, jumps on opportunities to buy used washers and dryers, trading them at prices and times that make sellers and buyers happy. Julie McKenney, one of Colorado's most highly regarded wedding planners, not only helps her clients select the right florist, baker, and wedding-gown maker, but makes sure those vendors deliver their best work. What do these very different businesspeople have in common? They are all middlemen, an indispensable part of our economy—and in *The Middleman Economy*, Silicon Valley author Marina Krakovsky argues that in our hyper-connected age they're more prevalent and more valuable than ever. Krakovsky contends that middlemen provide value by playing some combination of six roles, with each role solving a problem that, without the middleman, would inhibit mutually beneficial deals. The Bridge promotes trade by reducing distance; The Certifier separates the wheat from the chaff and gives buyers reassuring information about quality; The Enforcer makes sure buyers and sellers put forth full effort, cooperate, and stay honest. By showing how the most admirable brokers, agents, dealers, and other go-betweens play these and other roles, this book puts middlemen in a whole new light—and reveals how readers can become more valuable players in any industry. If you're a literary agent offering a book to an editor, or an editor recommending that book to your publisher, or a sales rep in any field (as more than two million Americans are), you're not just pushing products. If you're worth your salt, you're a Certifier, staking your reputation on the quality of the goods you represent. Far from killing the middleman, the Internet has generated a thriving new breed. Between 1999 and 2010, just as the Internet was transforming the world, middlemen's contribution to the United States' GDP has actually grown - from a quarter to more than a third of our economy. In *The Middleman Economy*, Silicon Valley-based reporter Marina Krakovsky elucidates the six essential roles that middlemen play.

Impact of Globalization and Advanced Technologies on Online Business Models

IGI Global Online business has been growing progressively and has become the major business platform within the past two decades. The internet bulldozed the development of new business models and innovations that substantially changed the way businesses run today. This led to a growth of advanced technologies used in online business such as data analytics, machine learning, and artificial intelligence. With higher internet connectivity and the exponential growth of mobile devices, shopping processes and behaviors were significantly affected as people are consistently connected online. Consumers can easily gain helpful product information and retail competitor information in myriad online channels. This led to a profound effect on businesses where they began to invest in new technologies and business practices that aim to align with the effects of globalization. Given the rapid technology advancements, both businesses and customers are presently experiencing an exponential upsurge in the implementation of new business processes and models. *Impact of Globalization and Advanced Technologies on Online Business Models* explores the ever-changing field of running an online business and presents the current issues and challenges in online business triggered by global shifts in the online environment and technological changes. The chapters draw from a wide range of technologies used in today's digital marketplace as well as recent development and empirical researches on online consumer behavior. As such, this book aims to contribute new dimensions in managing advancements in online business triggered by global and technology transformation. This book is ideal for executives, managers, IT consultants, practitioners, researchers, academicians, and students interested in globalization and the new technologies affecting online business models.

Matchmakers

The New Economics of Multisided Platforms

Harvard Business Review Press Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In *Matchmakers*, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and *Matchmakers*—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

Business Model Generation

A Handbook for Visionaries, Game Changers, and Challengers

John Wiley & Sons *Business Model Generation* is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need *Business Model Generation*. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model—or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. *Business Model Generation* features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

Value Proposition Design

How to Create Products and Services Customers Want

John Wiley & Sons The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist *Value Proposition Design* helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. *Value Proposition Design* is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the

simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

Global Innovation Index 2020

Who Will Finance Innovation?

WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

Brands

Meaning and Value in Media Culture

Routledge Drawing on rich empirical material, this revealing book builds up a critical theory, arguing that brands have become an important tool for transforming everyday life into economic value. When branding lifestyles or value complexes onto their products, companies assume that consumers desire products for their ability to give meaning to their lives. Yet, brands also have a key function within managerial strategy. Examining the history of audience and market research, marketing thought and advertising strategy; the first part of this book traces the historical development of branding, whilst the second part evaluates new media, contemporary management and overall media economics to present the first systematic theory of brands: the brand as a key institution in information capitalism. It includes chapters on: consumption marketing brand management online branding the brand as informational capital. Richly illustrated with case studies from market research, advertising, shop displays, mobile phones, the internet and virtual companies, this outstanding book is essential reading for students and researchers of the sociology of media, cultural studies, advertising and consumer studies and marketing.

Digital Entrepreneurship

Impact on Business and Society

Springer Nature This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

Capital

Penguin UK The "forgotten" second volume of Capital, Marx's world-shaking analysis of economics, politics, and history, contains the vital discussion of commodity, the cornerstone to Marx's theories.

Capitalism and Desire

The Psychic Cost of Free Markets

Columbia University Press Despite creating vast inequalities and propping up reactionary world regimes, capitalism has many passionate defenders—but not because of what it withholds from some and gives to others. Capitalism dominates, Todd McGowan argues, because it mimics the structure of our desire while hiding the trauma that the system inflicts upon it. People from all backgrounds enjoy what capitalism provides, but at the same time are told more and better is yet to come. Capitalism traps us through an incomplete satisfaction that compels us after the new, the better, and the more. Capitalism's parasitic relationship to our desires gives it the illusion of corresponding to our natural impulses, which is how capitalism's defenders characterize it. By understanding this psychic strategy, McGowan hopes to divest us of our addiction to capitalist enrichment and help us rediscover enjoyment as we actually experienced it. By locating it in the present, McGowan frees us from our attachment to a better future and the belief that capitalism is an essential outgrowth of human nature. From this perspective, our economic, social, and political worlds open up to real political change. Eloquent and enlivened by examples from film, television, consumer culture, and everyday life, Capitalism and Desire brings a new, psychoanalytically grounded approach to political and social theory.

Distinction

A Social Critique of the Judgement of Taste

Routledge No judgement of taste is innocent - we are all snobs. Pierre Bourdieu's Distinction brilliantly illuminates the social pretensions of the middle classes in the modern world, focusing on the tastes and preferences of the French bourgeoisie. First published in 1979, the book is at once a vast ethnography of contemporary France and a dissection of the bourgeois mind. In the course of everyday life we constantly choose between what we find aesthetically pleasing, and what we consider tacky, merely trendy, or ugly. Taste is not pure. Bourdieu demonstrates that our different aesth

BIM Handbook

A Guide to Building Information Modeling for Owners, Designers, Engineers, Contractors, and Facility Managers

John Wiley & Sons Discover BIM: A better way to build better buildings Building Information Modeling (BIM) offers a novel approach to design, construction, and facility management in which a digital representation of the building product and process is used to facilitate the exchange and interoperability of information in digital format. BIM is beginning to change the way buildings look, the way they function, and the ways in which they are designed and built. The BIM Handbook, Third Edition provides an in-depth understanding of BIM technologies, the business and organizational issues associated with its implementation, and the profound advantages that effective use of BIM can provide to all members of a project team. Updates to this edition include: Information on the ways in which professionals should use BIM to gain maximum value New topics such as collaborative working, national and major construction clients, BIM standards and guides A discussion on how various professional roles have expanded through the widespread use and the new avenues of BIM practices and services A wealth of new case studies that clearly illustrate exactly how BIM is applied in a wide variety of conditions Painting a colorful and thorough picture of the state of the art in building information modeling, the BIM Handbook, Third Edition guides readers to successful implementations, helping them to avoid needless frustration and costs and take full advantage of this paradigm-shifting approach to construct better buildings that consume fewer materials and require less time, labor, and capital resources.

Weapons of Math Destruction

How Big Data Increases Inequality and Threatens Democracy

Penguin UK A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life - and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives - where we go to school, whether we get a loan, how much we pay for insurance - are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: everyone is judged according to the same rules, and bias is eliminated. And yet, as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and incontestable, even when they're wrong. Most troubling, they reinforce discrimination. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort CVs, grant or deny loans, evaluate workers, target voters, and monitor our health. O'Neil calls on modellers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change.

Learn from the Past, Create the Future

Inventions and Patents

WIPO "Inventions and Patents" is the first of WIPO's Learn from the past, create the future series of publications aimed at young students. This series was launched in recognition of the importance of children and young adults as the creators of our future.

Watching the English

The Hidden Rules of English Behaviour

Hachette UK In "Watching The English" anthropologist Kate Fox takes a revealing look at the quirks, habits and foibles of the English people. She puts the English national character under her anthropological microscope, and finds a strange and fascinating culture, governed by complex sets of unspoken rules and byzantine codes of behaviour. The rules of weather-speak. The ironic-gnome rule. The reflex apology rule. The paranoid-pantomime rule. Class indicators and class anxiety tests. The money-talk taboo and many more ...Through a mixture of anthropological analysis and her own unorthodox experiments (using herself as a reluctant guinea-pig), Kate Fox discovers what these unwritten behaviour codes tell us about Englishness.

The Growing Business Handbook

Strategies for Planning, Funding and Managing Business Growth

Designed to help those businesses with an established market position, this text adopts a practical approach to the issues encountered by rapidly expanding businesses. The handbook presents a range of practical strategies for managing growth, focusing on how companies can fulfil their potential by adopting appropriate funding, adapting their structure and ownership, as well as developing world-class management capabilities.

Capital ...

It's Complicated

The Social Lives of Networked Teens

Yale University Press Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

Designing Virtual Worlds

New Riders A comprehensive resource on the principles and techniques of virtual world design and programming covers everything from MUDS to MMOs and MMORPGs, explaining how virtual worlds work, creating games for multiple users, and the underlying design principles of online games. Original. (Advanced)

International Corporate Finance, + Website

Value Creation with Currency Derivatives in Global Capital Markets

John Wiley & Sons A thorough introduction to corporate finance from a renowned professor of finance and banking As globalization redefines the field of corporate finance, international and domestic finance have become almost inseparably intertwined. It's increasingly difficult to understand what is happening in capital markets without a firm grasp of currency markets, the investment strategies of sovereign wealth funds, carry trade, and foreign exchange derivatives products. International Corporate Finance offers thorough coverage of the international monetary climate, including Islamic finance, Asian banking, and cross-border mergers and acquisitions. Additionally, the book offers keen insight on global capital markets, equity markets, and bond markets, as well as foreign exchange risk management and how to forecast exchange rates. Offers a comprehensive discussion of the current state of international corporate finance Provides simple rules and pragmatic answers to key managerial questions and issues Includes case studies and real-world decision-making situations For anyone who wants to understand how finance works in today's hyper-connected global economy, International Corporate Finance is an insightful, practical guide to this complex subject.

Thinking Infrastructures

Emerald Group Publishing Thinking Infrastructures brings together interdisciplinary research on informational infrastructures to show how thinking, thought, and cognition as in ideas/rationalities and the practice/activity of thinking are inseparable from infrastructures.

The Impact of Culture on Tourism

OECD Publishing The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

eMarketing eXcellence

Routledge 'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles & models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

Multinational Corporations and Local Firms in Emerging Economies

Amsterdam University Press In order for foreign direct investment to have deep and lasting positive effects on host countries, it is essential that multinational corporations have close direct and indirect interaction with local firms. A valuable addition to the emerging literature on multinational-local firm interfaces, this book provides a number of case studies from emerging economies that examine such mutually beneficial business relationships and the policy measures necessary to support them.

Digital Dominance

The Power of Google, Amazon, Facebook, and Apple

Oxford University Press Are Google, Apple, Facebook, Amazon and Microsoft too powerful? Martin Moore and Damian Tambini draw together the world's leading researchers to examine the economic, political, and social impacts of these digital giants.

Adapting to the Digital Trade Era

Challenges and Opportunities

This study looks at how the rapid adoption of digital technologies could help developing countries increase their participation in world trade. It also reviews the role that domestic policies and international cooperation can play in creating a more prosperous and inclusive future for these countries. This publication marks the conclusion of the second phase of the WTO Chairs Programme (WCP), which aims to support and promote trade-related academic activities by universities and research institutions in developing and least-developed countries. The book brings together contributions from WCP chairholders, Advisory Board members, the WCP team at the WTO and other WTO Secretariat staff. The WCP is an important part of the WTO's efforts to build trade capacity and to work jointly with academic institutions in developing countries. Academic institutions awarded WTO Chairs receive support in the areas of curriculum development, research and outreach activities. The chairholders are selected through a competitive process. Fourteen institutions were originally selected as WTO Chairs for a four-year term in 2009. Seven institutions were added to the Programme in 2014. This publication consists of two volumes. The first volume, *Overview and One-Page Case Summaries*, contains a one-page summary for each identified GATT dispute, recording all relevant steps and documents, and indexes the information by relevant parties, agreements and provisions. The second volume, *Dispute Settlement Procedures* compiles for the first time all GATT dispute settlement procedures, as well as a selection of other key documents of historical interest.

World Investment Report 2019

Special Economic Zones

United Nations The 2019 edition of the World Investment Report focuses on special economic zones (SEZs) which are widely used across most developing and many developed economies. Although the performance of many zones remains below expectations, the rate of establishment of new zones is accelerating as governments increasingly compete for internationally mobile industrial activity. Policymakers face not only the traditional challenges to making SEZs succeed, including the need for strategic focus, sound governance models, and effective investment promotion tools, but also new challenges brought about by the sustainable development imperative, the new industrial revolution, and changing patterns of international production. The Report explores the place of SEZs in today's global investment landscape and provides guidance for policymakers on how to make SEZs work for sustainable development. It presents international investment trends and prospects at global, regional and national levels, as well as the evolution of international production and global value chains. It analyses the latest developments in new policy measures for investment promotion, facilitation and regulation around the world, as well as updates on investment treaties, their reform and investment dispute settlement cases.

The Little Book That Builds Wealth

The Knockout Formula for Finding Great Investments

John Wiley & Sons In *The Little Book That Builds Wealth*, author Pat Dorsey—the Director of Equity Research for leading independent investment research provider Morningstar, Inc.—reveals why competitive advantages, or economic moats, are such strong indicators of great long-term investments and examines four of their most common sources: intangible assets, cost advantages, customer-switching costs, and network economics. Along the way, he skillfully outlines this proven approach and reveals how you can effectively apply it to your own investment endeavors.

Sophie's World

Hachette UK The international bestseller about life, the universe and everything. When 14-year-old Sophie encounters a mysterious mentor who introduces her to philosophy, mysteries deepen in her own life. Why does she keep getting postcards addressed to another girl? Who is the other girl? And who, for that matter, is Sophie herself? To solve the riddle, she uses her new knowledge of philosophy, but the truth is far stranger than she could have imagined. A phenomenal worldwide bestseller, *SOPHIE'S WORLD* sets out to draw teenagers into the world of Socrates, Descartes, Spinoza, Hegel and all the great philosophers. A brilliantly original and fascinating story with many twists and turns, it raises profound questions about the meaning of life and the origin of the universe.

Making Global Value Chains Work for Development

World Bank Publications Economic, technological, and political shifts as well as changing business strategies have driven firms to unbundle production processes and disperse them across countries. Thanks to these changes, developing countries can now increase their participation in global value chains (GVCs) and thus become more competitive in agriculture, manufacturing and services. This is a paradigm shift from the 20th century when countries had to build the entire supply chain domestically to become competitive internationally. For policymakers, the focus is on boosting domestic value added and improving access to resources and technology while advancing development goals. However, participating in global value chains does not automatically improve living standards and social conditions in a country. This requires not only improving the quality and quantity of production factors and redressing market failures, but also engineering equitable distributions of opportunities and outcomes - including employment, wages, work conditions, economic rights, gender equality, economic security, and protecting the environment. The internationalization of production processes helps with very few of these development challenges. Following this perspective, *Making Global Value Chains Work for Development* offers a strategic framework, analytical tools, and policy options to address this challenge. The book conceptualizes GVCs and makes it easier for policymakers and practitioners to discuss them and their implications for development. It shows why GVCs require fresh thinking; it serves as a repository of analytical tools; and it proposes a strategic framework to guide policymakers in identifying the key objectives of GVC participation and in selecting suitable economic strategies to achieve them.

Managing Digital Transformation

Understanding the Strategic Process

Routledge This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies - Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others - explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits *Managing Digital Transformation* is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

Microsoft Azure Essentials Azure Machine Learning

Microsoft Press Microsoft Azure Essentials from Microsoft Press is a series of free ebooks designed to help you advance your technical skills with Microsoft Azure. This third ebook in the series introduces Microsoft Azure Machine Learning, a service that a developer can use to build predictive analytics models (using training datasets from a variety of data sources) and then easily deploy those models for consumption as cloud web services. The ebook presents an overview of modern data science theory and principles, the associated workflow, and then covers some of the more common machine learning algorithms in use today. It builds a variety of predictive analytics models using real world data, evaluates several different machine learning algorithms and modeling strategies, and then deploys the finished models as machine learning web services on Azure within a matter of minutes. The ebook also expands on a working Azure Machine Learning predictive model example to explore the types of client and server applications you can create to consume Azure Machine Learning web services. Watch Microsoft Press's blog and Twitter (@MicrosoftPress) to learn about other free ebooks in the Microsoft Azure Essentials series.

The Cambridge Handbook of the Law of the Sharing Economy

Cambridge University Press This Handbook grapples conceptually and practically with what the sharing economy - which includes entities ranging from large for-profit firms like Airbnb, Uber, Lyft, Taskrabbit, and Upwork to smaller, non-profit collaborative initiatives - means for law, and how law, in turn, is shaping critical aspects of the sharing economy. Featuring a diverse set of contributors from many academic disciplines and countries, the book compiles the most important, up-to-date research on the regulation of the sharing economy. The first part surveys the nature of the sharing economy, explores the central challenge of balancing innovation and regulatory concerns, and examines the institutions confronting these regulatory challenges, and the second part turns to a series of specific regulatory domains, including labor and employment law, consumer protection, tax, and civil rights. This groundbreaking work should be read by anyone interested in the dynamic relationship between law and the sharing economy.

The Self-Made Billionaire Effect

How Extreme Producers Create Massive Value

Penguin UK Discover and cultivate the secret traits of self-made billionaires with THE SELF-MADE BILLIONAIRE EFFECT by John Sviokla and Mitch Cohen Imagine what Atari might have achieved if Steve Jobs had stayed there. Or what Steve Case could have done for Pepsi if he hadn't left for a start-up that eventually became AOL. Scores of billionaires worked for established corporations before they struck out on their own. People like Michael Bloomberg and Mark Cuban went on to build iconic household brands. Why didn't their former employers hang onto to these people? And why are most big companies unable to create as much value as the world's 800 self-made billionaires? Billionaires aren't necessarily luckier, smarter or harder working than the rest of us - and they rarely build something brand-new. The key difference is their mindset. They redefine what's possible - and they are critical to any company looking to create massive value. The Self-Made Billionaire Effect breaks down the five critical habits of massive value-creators, so you can learn how to identify, encourage, and retain them - and even become one yourself. It will forever change the way you think about talent and business value. John J. Sviokla is the head of Global Thought Leadership with PricewaterhouseCoopers. He is a frequent speaker on innovation, growth, and customer behavior. In addition to working with clients, John serves on PwC's Advisory Leadership Group and Global Thought Leadership Council. He was on the faculty of the Harvard Business School for ten years and has written for Harvard Business Review, The Wall Street Journal, Financial Times, and Sloan Management Review. Mitch Cohen is PwC's Vice Chairman. During his 33 years at the firm and 20 years as a partner, Cohen has held a variety of leadership roles and served numerous Fortune 500 clients.

Knowmad Society

Education Futures LLC Knowmad Society explores the future of learning, work, and how we relate with each other in a world driven by accelerating change, value networks, and the rise of knowmads. Knowmads are nomadic knowledge workers: Creative, imaginative, and innovative people who can work with almost anybody, anytime, and anywhere. The jobs associated with 21st century knowledge and innovation workers have become much less specific concerning task and place, but require more value-generative applications of what they know. The office as we know it is gone. Schools and other learning spaces will follow next. In this book, nine authors from three continents, ranging from academics to business leaders, share their visions for the future of learning and work. Educational and organizational implications are uncovered, experiences are shared, and the contributors explore what it's going to take for individuals, organizations, and nations to succeed in Knowmad Society.

Reality is Broken

Why Games Make Us Better and How They Can Change the World

Random House We are living in a world full of games. More than 31 million people in the UK are gamers. The average young person will spend 10,000 hours gaming by the age of twenty-one. The future belongs to those who play games. In this ground-breaking book, visionary game designer Jane McGonigal challenges conventional thinking and shows that games - far from being simply escapist entertainment - have the potential not only to radically improve our own lives but to change the world.

Getting Help with Open Innovation

World Development Report 2020

Trading for Development in the Age of Global Value Chains

World Bank Publications Global value chains (GVCs) powered the surge of international trade after 1990 and now account for almost half of all trade. This shift enabled an unprecedented economic convergence: poor countries grew rapidly and began to catch up with richer countries. Since the 2008 global financial crisis, however, the growth of trade has been sluggish and the expansion of GVCs has stalled. Meanwhile, serious threats have emerged to the model of trade-led growth. New technologies could draw production closer to the consumer and reduce the demand for labor. And trade conflicts among large countries could lead to a retrenchment or a segmentation of GVCs. World Development Report 2020: Trading for Development in the Age of Global Value Chains examines whether there is still a path to development through GVCs and trade. It concludes that technological change is, at this stage, more a boon than a curse. GVCs can continue to boost growth, create better jobs, and reduce poverty provided that developing countries implement deeper reforms to promote GVC participation; industrial countries pursue open, predictable policies; and all countries revive multilateral cooperation.

Venture Capital & the Finance of Innovation

"Many interesting developments have occurred in the world of venture capital since the publication of the first edition of this book in 2006, which prompted us to revise the book for the second edition. While the organization of the book remains unchanged, many of the chapters are substantially rewritten. For example, in Chapter 5, we re-ranked top VC firms, incorporating the latest performance statistics, fundraising and investment activities, notable exits, and (as always) our subjective opinions. In Chapter 6, we examine further evidence of the deepening globalization of the industry. In Chapters 3, 4, and 7, we analyze the impact of the 1999-2000 Internet bubble years on the VC risk and returns, as investments made in those years are finally mature and thus now a part of the performance evaluation analysis. We also incorporated expositional improvements throughout the book based on reader feedback on the first edition. Another feature of the new edition is that the VCV model, used extensively in Part III of the book, is now available as a Web-based application available on <http://VCVtools.com>. Significant collaborative efforts went into developing this tool, which we believe will be of interest to a broad audience, including practitioners interested in valuing VC-backed company stocks and employee stock options"

Algorithms