

A photograph of a surfer riding a wave, with the text overlaid. The text is in a large, white, sans-serif font with a slight drop shadow. The background is a blue and white wave.

# CREATING VALUE IN THE DIGITAL ERA

*Achieving Success through  
Insight, Imagination  
and Innovation*

**ALF CHATTELL**

  
MACMILLAN  
Business

# Creating Value In Digital Era

**Raffaela Di Napoli**



## **Creating Value In Digital Era:**

Creating Value in the Digital Era Alf Chattell, 2016-07-27 We live in a time of exciting possibilities The business world is being transformed as digital technologies shift the basis of competition from machine intensity to human intensity The foundations of success in today's fast moving global economy are the creative capacities of people competitive advantage is now based on insight imagination and innovation But meeting the challenges of value creation in this digital era requires a revolution in thought outlook and practice New models of business are needed to provide fresh perspectives on creating and sustaining value in an economy founded on human talent This practical guide explains how to revolutionise your management strategies create value for your customers and grasp the new opportunities offered by the digital era Creating value in the digital era Alf Chattell, 1999

**Creating Value in a Digital Era** John Zysman, Berkeley Roundtable on the International Economy, 2004

*Value Creation and Branding in Television's Digital Age* Timothy M. Todreas, 1999-08-30 Until recently profit in the television industry went to the owners of the conduit the distributors of content As the industry enters the digital age the distribution bottleneck will disappear and be replaced by the content creators themselves This book explains patterns of profitability from the golden age of television to the emerging digital age Television today is not just 500 channels it is countless millions of hours of programming stored on video servers around the world For media companies wanting to create value in this new era including the major networks digital branding is key Just as consumers manage to make their way in 30 seconds through a 100 foot aisle jammed with hundreds of boxes of cereal by reaching for a box of whatever name brand product they know and love viewers will also navigate through the vast wasteland of content by returning to their favorite digital brand This book provides detailed historical data financial models and informed discussion of profitability trends in the industry It offers a framework for understanding and predicting profitability and describes the nature of branding as it applies to the television industry It shows how a handful of dominant brands will emerge as sought after organizers of content Investors industry consultants and executives policy makers students and academics will all find this book fascinating and informative

*Grown Up Digital: How the Net Generation is Changing Your World* Don Tapscott, 2008-11-16 SELECTED AS A 2008 BEST BUSINESS BOOK OF THE YEAR BY THE ECONOMIST The Net Generation Has Arrived Are you ready for it Chances are you know a person between the ages of 11 and 30 You've seen them doing five things at once texting friends downloading music uploading videos watching a movie on a two inch screen and doing who knows what on Facebook or MySpace They're the first generation to have literally grown up digital and they're part of a global cultural phenomenon that's here to stay The bottom line is this If you understand the Net Generation you will understand the future If you're a Baby Boomer or Gen Xer This is your field guide A fascinating inside look at the Net Generation *Grown Up Digital* is inspired by a 4 million private research study New York Times bestselling author Don Tapscott has surveyed more than 11 000 young people Instead of a bunch of spoiled screenagers with short attention spans and zero social skills he discovered a remarkably

bright community which has developed revolutionary new ways of thinking interacting working and socializing Grown Up Digital reveals How the brain of the Net Generation processes information Seven ways to attract and engage young talent in the workforce Seven guidelines for educators to tap the Net Gen potential Parenting 2.0 There's no place like the new home Citizen Net How young people and the Internet are transforming democracy Today's young people are using technology in ways you could never imagine Instead of passively watching television the Net Geners are actively participating in the distribution of entertainment and information For the first time in history youth are the authorities on something really important And they're changing every aspect of our society from the workplace to the marketplace from the classroom to the living room from the voting booth to the Oval Office The Digital Age is here The Net Generation has arrived Meet the future

**How Revolutionary was the Digital Revolution?** John Zysman, Abraham Newman, 2006 The final section considers the political ramifications of information technology for critical societal debates ranging from privacy to intellectual property The contributors to the book map out how the digital revolution shakes up politics creating new economic and political winners and losers In order to do so they connect theories of political economy to the implications of digital technology for international as well as national markets Attempts to construct a framework for analyzing the international digital era one that examines the ability of political actors to innovate and experiment in spite of or perhaps because of the constraints posed by digital technology This book examines the reaction of nations to the dual challenges of globalization and technological change How do high wage countries stay rich in a global digital economy How Revolutionary was the Revolution constructs a framework for analyzing the international digital era one that examines the ability of political actors to innovate and experiment in spite of or perhaps because of the constraints posed by digital technology In order to assess the revolutionary nature of the digital era this book takes four overlapping approaches First it examines the reaction of nations specifically Finland Japan and emerging markets to the dual challenges of globalization and technological change This section identifies both successful and failed national experiments intended to deal with these dual pressures Second it assesses corporate attempts to leverage digital technology to reorganize work A broad range of issues including offshoring open source production systems and knowledge management are addressed Third devoting detailed analysis to the case of mobile telephones the book offers insights into the political economy of market evolution in the digital era **Web3** Alex Tapscott, 2023-09-19 A WALL STREET JOURNAL AND GLOBE AND MAIL BESTSELLER An essential introduction and guide to navigating the next Internet revolution everything from the metaverse and NFTs to DAOs decentralized finance and self-sovereign identity from the co-author of the international bestseller Blockchain Revolution The Web and with it the Internet are entering a new age We've moved from the Read-only Web which had little functionality for interacting with content to the Read-Write Web which offered seemingly endless collaborative opportunities from sharing with our favorite people to shopping at our favorite brands But the profusion of cyberattacks data hacks and online profiling have left many of us to view

digital life as a Faustian bargain in need of a major rethink That rethink is Web3 the Read Write Own Web a decentralized Internet where individuals own their own identities and can securely trade assets like money securities intellectual property and art peer to peer Made possible by blockchains the foundational technology of bitcoin Web3 promises the biggest shake up of business since the invention of double entry bookkeeping in the Middle Ages It is the Internet s new frontier In Web3 award winning author and technology investor Alex Tapscott provides a cutting edge guide to the Internet s next era Covering everything from the metaverse and non fungible tokens to DAOs decentralized finance and self sovereign identity this indispensable forward thinking book describes the building blocks and often hidden technologies that will be foundational to our cultural and economic progress [Intellectual Property in the Digital Era](#) Trevor Black,2002 There are fears that existing forms of intellectual property protection are insufficient for the digital era as technology has raced ahead of legislation This work assesses the problems confronting players in the information economy from authors and performers to publishers and broadcasters [The Business of Platforms](#) Michael A. Cusumano,Annabelle Gawer,David B. Yoffie,2019-05-07 A trio of experts on high tech business strategy and innovation reveal the principles that have made platform businesses the most valuable firms in the world and the first trillion dollar companies Managers and entrepreneurs in the digital era must learn to live in two worlds the conventional economy and the platform economy Platforms that operate for business purposes usually exist at the level of an industry or ecosystem bringing together individuals and organizations so they can innovate and interact in ways not otherwise possible Platforms create economic value far beyond what we see in conventional companies The Business of Platforms is an invaluable in depth look at platform strategy and digital innovation Cusumano Gawer and Yoffie address how a small number of companies have come to exert extraordinary influence over every dimension of our personal professional and political lives They explain how these new entities differ from the powerful corporations of the past They also question whether there are limits to the market dominance and expansion of these digital juggernauts Finally they discuss the role governments should play in rethinking data privacy laws antitrust and other regulations that could reign in abuses from these powerful businesses Their goal is to help managers and entrepreneurs build platform businesses that can stand the test of time and win their share of battles with both digital and conventional competitors As experts who have studied and worked with these firms for some thirty years this book is the most authoritative and timely investigation yet of the powerful economic and technological forces that make platform businesses from Amazon and Apple to Microsoft Facebook and Google all dominant players in shaping the global economy the future of work and the political world we now face [The Greenwood Guide to American Popular Culture: Almanacs through Do-it-yourself](#) M. Thomas Inge,Dennis Hall,2002 [How Technology Affords Organizing Value Creation in the Digital Era](#) Stefanie Turber,2020 [Digital Marketing](#) Raj Sachdev,2023 Digital Marketing is targeted primarily at undergraduate courses in Digital Marketing however it may also be used in certificate and graduate programs It is grounded in marketing

theory and concepts and adopts a strategic and analytical approach with global examples The material can be used in any teaching format in class online and hybrid Not only does it cover the latest digital marketing tools but it also emphasizes current marketing trends and shows how these tools should be applied

**Choice**, 1999 *Transform: How Leading Companies are Winning with Disruptive Social Technology* Christopher Morace, Sara Gavis Leslie, 2013-11-08 Transform or Be Left Behind Create unprecedented business value with social technologies Chief Strategy Officer at Jive Software

Christopher Morace was one of the first people to arrive at the intersection of social technology and business strategy He has overseen more than 800 deployments of social technology in major corporations A true pioneer of what is arguably the most important development in business today Morace knows better than anyone how social technology is changing the way businesses operate and how successful companies are leveraging it to their advantage Now in this groundbreaking guide Morace reveals all his secrets He walks you through best practices for developing a winning business strategy that places heavy focus on collaboration open communication and wide networks of connections absolute necessities for success in business today Morace outlines the strategic steps every leader must take in order to compete in today's constantly shifting business landscape Learn about the newest social and related technologies such as mobile the cloud and big data and the capabilities they offer Enact the behavioral changes within your company that will enable these capabilities to be incorporated into day to day operations Determine your starting point choose a platform launch a social business solution and measure your progress Transform is packed with firsthand accounts of companies that have taken these very steps to drive positive change increase profits and experience measurable growth Morace gives you an inside look at how Chubb Insurance McAfee EMC T Mobile Bupa SolarWinds UBS Alcatel Lucent Genentech and others have applied his methods He also offers valuable commentary from industry professionals such as Marc Andreessen and academics from Stanford's Graduate School of Business and Dartmouth's Tuck School of Business Technology is advancing at an exponential pace and it's changing the way the world does business You can keep doing things the way you've done them Or you can Transform The right choice is obvious and simpler to implement than you might think PRAISE FOR TRANSFORM The tools and frameworks that Chris Morace describes in Transform are vital for companies looking to win in today's competitive market Aaron Levie Cofounder and CEO Box This is a must read book for any customer seeking to improve how work gets done the customer experience and the innovation cycle R Ray Wang Principal Analyst and CEO Constellation Research Inc My advice is simple read this book if you want to empower your people and improve your organization Andrew McAfee Principal Research Scientist MIT's Center for Digital Business author of Enterprise 2.0 and coauthor of Race Against the Machine There's a revolution happening in corporations around the world To succeed in this revolution knowledge has to be shared You need a social platform one like Morace describes that knows what you want to know presents ideas to you and enables you to connect to the right people Debby Hopkins Chief Innovation Officer Citi Morace captures the process and effort that it takes

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*Managing and Using Information Systems* Keri E. Pearlson, Carol S. Saunders, Dennis F. Galletta, 2023-12-27 Provides the knowledge and insights necessary to contribute to the Information Systems decision making process Managing Using Information Systems A Strategic Approach delivers a solid knowledgebase of basic concepts to help MBA students and general business managers alike become informed competent participants in Information Systems IS decisions Now in its eighth edition this fully up to date textbook explains the fundamental principles and practices required to use and manage information while illustrating how information systems can create or obstruct opportunities and even propel digital transformations within a wide range of organizations Drawing from their expertise in both academia and industry the authors discuss the business and design processes relevant to IS while presenting a basic framework that connects business strategy IS strategy and organizational strategy Step by step readers are guided through each essential aspect of Information Systems from fundamental information architecture and infrastructure to cyber security Artificial Intelligence AI business analytics project management platform and IS governance IS sourcing and more Detailed chapters contain mini cases full length case studies discussion topics review questions supplemental readings and topic specific managerial concerns that provide insights into real world IS issues Managing Using Information Systems A Strategic Approach Eighth Edition is an excellent textbook for advanced undergraduate and MBA level courses on IS concepts and managerial approaches to leveraging emerging information technologies **Value-Based Marketing** Peter Doyle, 2000 This volume covers Shareholder Value SV which may be defined as a firm's ability to earn a return To achieve it a company must be perceived to operate in a viable market pursuing a strategy which promises sustainable competitive advantage **Digital.life**, 2006 *Book Review Index*, 2003 Vols 8 10 of the 1965 1984 master cumulation constitute a title index

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