

1. Record Nr.	UNINA9910131149003321
Autore	Jordan John M
Titolo	Information, technology, and innovation [[electronic resource] ] : resources for growth in a connected world / / John M. Jordan
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-118-23930-X 1-119-20305-8 1-283-92760-8 1-118-22598-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (418 p.)
Classificazione	BUS063000
Disciplina	303.48/3
Soggetti	Technological innovations Information technology - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section I. Foundations -- section II. Work and organization -- section III. Business model disruption -- section IV. Technology landscapes -- section V. Some big questions.
Sommario/riassunto	"A big-picture look at how the latest trends in information management and technology are impacting business models and innovation worldwide. With all of the recent emphasis on "big data," analytics and visualization, and emerging technology architectures such as smartphone networks, social media, and cloud computing, the way we do business is undergoing rapid change. The right business model can create overnight sensations--think of Groupon, the iPad, or Facebook. At the same time, alternative models for organizing resources such as home schooling, Linux, or Kenya's Ushihidi tool transcend conventional business designs. Timely and visionary, Information, Technology, and the Future of Commerce looks at how the latest technology trends and their impact on human behavior are impacting business practices from recruitment through marketing, supply chains, and customer service. Discusses information economics, human behavior, technology platforms, and other facts of contemporary life Examines how humans organize resources and do

work in the changing landscape Provides case studies profiling how competitive advantage can be a direct result of innovative business models that exploit these trends Revealing why traditional strategy formulation is challenged by the realities of the connected world, Information, Technology, and the Future of Commerce ties technology to business and social environments in an approachable, informed manner with innovative, big-picture analysis of what's taking place now in information strategy and technology"--

---