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Autore POTHIER, Robert Joseph, 1699-1772

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Autore Cordon Carlos

Titolo Strategy is Digital: How Companies Can Use Big Data in the Value

Chain / / by Carlos Cordon, Pau Garcia-Milà, Teresa Ferreiro Vilarino,

Pablo Caballero

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Sommario/riassunto

Description based upon print version of record.

Includes bibliographical references at the end of each chapters.

Introduction -- From Digital Strategy to Strategy is Digital -- Serialization in the Pharmaceutical Industry -- The Omnichain -- Biles or Drones to the Consumer: The Logistical Challenge of the Last Mile -- New Business Models: Rocket Science -- Conclusions.

This book presents strategies and practices to allow everyday companies to cope with the fundamentally changing landscape of business models and to take advantage of the huge business opportunities arising from the advent of big data. It develops several case studies from companies in traditional industries like LEGO, Yamato and Mediq, but also examines small start-ups like Space Tango, which is partnering with major multinationals to develop new business models using big data. The book argues that businesses need to adapt and embark on their big data journey, helps them take the first step, and guides them along their way. It presents successful examples and deducts essential takeaway lessons from them, equipping executives to capitalize on big data and enabling them to make intelligent decisions in the big data transformation, giving their companies an essential competitive edge.

Record Nr. UNINA9911015639403321 Autore McElroy Todd Titolo Decision-Making in Life and Work: Foundations, Strategies, and Current Neuroscience / / edited by Todd McElroy Cham:,: Springer Nature Switzerland:,: Imprint: Springer,, 2025 Pubbl/distr/stampa **ISBN** 9783031884153 9783031884146 Edizione [1st ed. 2025.] 1 online resource (405 pages) Descrizione fisica Collana Integrated Science, , 2662-947X ; ; 36 Disciplina 612.8 Soggetti Neurosciences Psychobiology Human behavior Neuropsychology Neurophysiology **Nutrition** Learning - Physiological aspects Memory - Physiological aspects Neuroscience Behavioral Neuroscience Learning and Memory Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Foundations of Decision Making: Exploring Theories and Applications -- Replications in Judgment and Decision Making: A Critical Review and Future Pathways -- Fuzzy-trace theory, decision making, and the law -- The Impact of Brain Regions on Decision Making -- Handedness and Brain Physiology in Decision Making -- Half Decided: Induced Hemispheric Activity and Decision Making -- Decision Making and Working Memory -- Attitutes to Uncertainty and Real-world Outcomes -- Medical Decision Making: "If Only I'd Known Then What I Know Now" -- Neuroscience Evidence and Legal Decision-Making -- Groups and Decision Making: How we choose groups and how groups choose for us -- Attribute Framing and Decision Making: An Expanded Typology.

Sommario/riassunto

This groundbreaking volume brings together leading researchers to explore the latest findings on the psychological and physiological factors that shape decision-making. It offers a uniquely multidisciplinary perspective, integrating insights from neuroscience, economics, public policy, and other fields to provide a comprehensive understanding of how we make choices in both personal and professional contexts. Designed for researchers, professionals, instructors, and students interested in decision science, this book delves into several key areas. It explores the cognitive biases and heuristics that influence our decisions. The book also examines the role of emotions and intuition in decision-making. Additionally, it investigates the neuroscience behind information processing and judgment. It also provides strategies we can use to make better decisions in real-world settings. The chapters, written by experts in the field, cover a wide range of topics ranging from the foundations of decision theory to the latest research on the neural bases of decisionmaking, providing readers with a rich understanding of the subject. Through its multidisciplinary approach and emphasis on practical applications, this volume offers readers valuable insights and tools for enhancing their own decision-making skills. Whether you are a researcher studying decision-making processes, a professional looking to make better judgments in important situations, or an instructor teaching decision science, this book provides a comprehensive and accessible resource that will deepen your understanding of this critical area of human behavior.