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| 1. Record Nr. | UNINA9910254670203321 |
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| Titolo | Business Trends in the Digital Era : Evolution of Theories and Applications / / by Xiaoming Zhu, Bingying Song, Yingzi Ni, Yifan Ren, Rui Li |
| Pubbl/distr/stampa | Singapore : , : Springer Singapore : , : Imprint : Springer, , 2016 |
| ISBN | 981-10-1079-X |
| Edizione | [1st ed. 2016.] |
| Descrizione fisica | 1 online resource (250 p.) |
| Disciplina | 650 |
| Soggetti | Leadership Business Strategy/Leadership |
| 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. |
| Nota di contenuto | Introduction -- 1. Trend 1: Big Data: From Raw Data to Big Data -- 2. Trend 2: Cloud Computing: From Offline Calculation to Cloud Computing -- 3. Trend 3: Platforms: From the One-sided Market to the One-sided + Two-sided Market -- 4. Trend 4: Mobile Internet: From PC-Based Internet to Mobile Internet -- 5. Trend 5: Software-Defined Anything: from Software-Defined Hardware to Software-Defined Anything -- 6. Trend 6: Outsourcing and Crowdsourcing: From Building All-round Capabilities to Outsourcing and Crowdsourcing -- 7. Trend 7: Driven by Demand: From Supply Chain to Demand Chain -- 8. Trend 8: The Long Tail Market: from Economies of Scale to the Long Tail Market -- 9. Trend 9: Digital Finance: From Traditional Finance to Digital and Internet Finance -- 10. Trend 10: The O2O Model: from online/offline to the O2O model -- 11. Seizing Innovation Opportunities -- Conclusion -- Postscript. |
| Sommario/riassunto | This book introduces 10 mega business trends, ranging from big data to the O2O model. By mining and analyzing mountains of data, the author identifies these 10 emerging trends and goes to great lengths to explain and support his views with up-to-date cases. By incorporating the latest developments, this book allows readers to keep abreast of rapidly advancing digital technologies and business models. In this time of mass entrepreneurship and innovation, acquiring deep insights into business trends and grasping opportunities for innovation give |

readers (business executives in particular) and their companies a competitive advantage and the potential to become the next success story. The Chinese version of the book has become a hit, with some business schools using it as a textbook for their S&T Innovation and Business Trends programs. It also provides business executives with a practical guide for their investment and operation decisions.
