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Soggetti	Special purpose computers Application software E-commerce Market research Globalization Markets Special Purpose and Application-Based Systems Information Systems Applications (incl. Internet) e-Commerce/e-business Market Research/Competitive Intelligence Emerging Markets/Globalization Computer Applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Virtual and Online Marketplaces -- Financial Marketplaces -- Mobile Payment -- Trading, Travel, and Airports -- Knowledge and Marketplaces -- Big data and Data Analytics -- Marketplaces and Car Environments -- Cyber Security -- Corporate Social Business.
Sommario/riassunto	This collection of different views on how digitalization is influencing various industrial sectors addresses essential topics like big data and analytics, fintech and insuretech, cloud and mobility technologies, disruption and entrepreneurship. The technological advances of the 21st century have been massively impacted by the digital upheaval:

there is no future without digitalization. The sale of products and services has left the classical point of sale and now takes place on a variety of channels. Whether in the automotive industry, travel and traffic, in cities, or the financial industry – newly designed ecosystems are being created everywhere; data is being generated and analyzed in real time; and companies are competing for mobile access channels to customers in order to gain knowledge about their individual contexts and preferences. In turn, customers can now publicly share their opinions, experiences and knowledge as User Generated Content, allowing them to impact the market and empowering them to build or destroy trust.

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