

1. Record Nr.	UNINA9910392727903321
Titolo	Innovative Technologies for Market Leadership : Investing in the Future // edited by Patrick Glauner, Philipp Plugmann
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	9783030413095 3030413098
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (300 pages)
Collana	Future of Business and Finance, , 2662-2467
Disciplina	338.0640973
Soggetti	Management Industrial management Entrepreneurship Information technology Business—Data processing Capital investments Innovation/Technology Management IT in Business Investment Appraisal
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Smart Grid, Future Innovation and Investment Opportunities by Dean Sharafi -- Quantum Technologies by Daniel Akenine -- Security in Intelligent Transportation Telematics by Erich Franke -- Innovation and Future Technology Scenarios in Health Care – Ideas and Studies by Philipp Plugmann -- Unlocking the Power of Artificial Intelligence for Your Business by Patrick Glauner -- Innovation Means – Asking the Right Questions by Oliver Bludau -- Innovative Technologies in the Ageing Population – Breaking the Boundaries by Guido Lerzynski -- Using Augmented Reality and Machine Learning in Radiology by Lucian Trestioreanu, Patrick Glauner, Jorge Augusto Meira, Max Gindt and Radu State -- Digitalization in Mechanical Engineering by Michael Thurner and Patrick Glauner -- Lean Launch Data Engineering Projects With Super Type Power by Kenny Zhuo Ming Lu -- Ubiquitous

Computing - from 5G to the Edge and Beyond by André Panné -- Autonomous Driving on the Thin Trail of Great Opportunities and Dangerous Trust by Sandro Mund and Patrick Glauner -- Analytic Philosophy for Biomedical Research: The Imperative of Applying Yesterday's Timeless Messages to Today's Impasses by Sepehr Ehsani (this contribution is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com) -- Proposal-based Innovation – A New Approach to Opening up the Innovation Process by Karl H. Ohlberg and Jose L. Salmeron -- Technologies and Innovations for the Plastics Industry: Polymer 2030 by Michael Krause -- How do Innovative Business Concepts Enable Investment Opportunities in the Complete Con-struction Value Chain? by Christoph Jacob -- Motivation, Employees and Communication in the Start-up Phase by Achim Denkel -- AI to Solve the Data Deluge: AI-based Data Compression by Eric Falk -- Digital Transformation in Plastics Industry – From Digitization Towards Virtual Material by Christopher Stillings. .

Sommario/riassunto

This book introduces the reader to the latest innovations in fields such as artificial intelligence, systems biology or surgery, and gives advice on what new technologies to consider for becoming a market leader of tomorrow. Companies generally acquire information on these fields from various sources such as market reports, scientific literature or conference events, but find it difficult to distinguish between mere hype and truly valuable innovations. This book offers essential guidance in the form of structured and authoritative contributions by experts in innovative technologies spanning from biology and medicine to augmented reality and smart power grids. The authors identify high-potential fields and demonstrate the impact of their technologies to create economic value in real-world applications. They also offer business leaders advice on whether and how to implement these new technologies and innovations in their companies or businesses.

Chapter 13 Analytic Philosophy for Biomedical Research: The Imperative of Applying Yesterday's Timeless Messages to Today's Impasses by Sepehr Ehsani is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.
