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Titolo	The Internet of Things Entrepreneurial Ecosystems : Challenges and Opportunities / / edited by James A. Cunningham, Jason Whalley
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Nota di contenuto	1: Internet of Things: Promises and complexities -- 2: The patterns of growth in information and communication technologies: The case of the emerging Internet of Things -- 3: The Internet of Things in Europe: In search of unicorns -- 4: The importance of a techno-centric approach in evaluating IoT investment opportunities -- 5: Big data, predictive marketing and churn management in the IoT era.-6: Internet of Things: Governance and metagovernance of networking everything -- 7: The Internet of Things: Enabling opportunities and challenges.
Sommario/riassunto	This book focuses on the Internet of Things (IoT). IoT has caught the imagination as a transformational technology that will positively impact a large and diverse array of socio-economic activities. This book explores this impact, beginning with a chapter highlighting the promises and complexities of the IoT. It then explores these in greater detail in subsequent chapters. The first of these chapters explores the patenting activity of leading companies and is followed by a discussion of the challenges faced by the growth of 'unicorns' within Europe. The fourth chapter outlines a methodology for determining when

investments in IoT should occur and is followed by a discussion of how the data generated by IoT will change marketing related decisions. The scope and complexity of the regulatory and governance structures associated with the IoT are then explored in the sixth chapter. These issues are brought together in the final chapter, which identifies the opportunities and challenges emanating from the IoT and how these may be tackled. This book will be valuable reading to academics working in the field of disruptive technology, innovation management, and technological change more broadly.