

1. Record Nr.	UNINA9910456563403321
Autore	Webb Nicholas J. <1958->
Titolo	The digital innovation playbook [[electronic resource]] : creating a transformative customer experience / / Nicholas J. Webb
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2011
ISBN	1-283-17717-X 9786613177179 1-118-11301-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (290 p.)
Disciplina	658.4/063 658.514
Soggetti	Business enterprises - Technological innovations Technological innovations - Economic aspects Business enterprises - Computer networks Digital media - Economic aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	THE DIGITALINNOVATION PLAYBOOK; Contents; Foreword; Acknowledgments; Introducing the Next Step: Navigating New Media; Chapter 1 Mastering Digital Innovation: The Role of Digital and New Media on Innovation and Commercialization; Chapter 2 The Digital Sandbox: Play, Listen, Invent, and Deploy for a Successful Strategy; Chapter 3 The Digital Enterprise: Harnessing Social Media Intelligence, Smartly; Chapter 4 The Digital Video Revolution: Digital Technology Gives Anyone the Ability to Make a Quality Television Show Chapter 5 Flying High: An Open Culture Keeps an Airline Company on Top of the CompetitionChapter 6 Picture Perfect Social Media: How Kodak Got Social Media Right; Chapter 7 The Army Way: Digital Leadership from a Surprising Source; Chapter 8 Winning the Digital Race: IndyCar Creates the Ultimate Brand Forum with Its Strategic Multimedia Approach; Chapter 9 Digital Direct: Innovation Commercialization through Digital Direct Marketing; Chapter 10 RealOpen Innovation: Developing a Framework to Manage the Flow of

Ideas and Technologies

Chapter 11 Creating a Digital Culture: Organizational Culture Is a Symptom: The Underlining Causality Is Collective Team FocusChapter 12 Rules of Engagement: Protecting the Value of Your Intellectual Property; Chapter 13 The Innovation Game Plan: Are You Ready to Deploy?; About the Author; Special Book Offer; Index

Sommario/riassunto

"The first half The Digital Media Innovation Playbook provides comprehensive case examples of how organizations both large and small have deployed Real Open methodologies to grow both sales and profit. The case examples will include well-known companies like Word Press, Autodesk, Cisco, just to name a few (30-50 Fortune 500 and startups that rule the digital space in all). Case examples will cover a wide range of markets, including medical and biotechnologies, consumer product companies, industrial firms, service organizations, research and universities. The first half of the book lays down empirical evidentiary support to prove the benefits of these methods. The second part provides a step-by-step game plan that will allow any organization to apply these methods and achieve immediate results. The chapters will be broken down by the step-by-step process that is driven by a variety of tools that can be used to fit the unique needs of each organization. As part of the value added benefits of this book, a wide range of online free resources will be available with the proof of purchase of the book"--
