

1. Record Nr.	UNINA9910480024003321
Autore	Titus Ray
Titolo	Round the clock : how a 24x7 digital marketplace is transforming business // Ray Titus
Pubbl/distr/stampa	Los Angeles : , : SAGE, , 2019
ISBN	93-5280-822-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (201 pages)
Disciplina	381/.142
Soggetti	Information technology - Economic aspects Technological innovations - Economic aspects Electronic commerce Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Shifting paradigms -- Infinity is here -- Perceptions matter -- No more gatekeepers -- Active ends passive -- Bye-bye habits -- Here comes the atom family -- Outing everything -- Inhibitions on the loose -- Lining it up, getting it right -- Epilogue.
Sommario/riassunto	Documents and reveals the transformational impact of an infinite digital marketplace on business and marketing..