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Descrizione fisica	1 online resource (XV, 217 p. 14 illus., 9 illus. in color.)
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Soggetti	Big data Technological innovations Electronic commerce Big Data Innovation and Technology Management E-Business
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Decision-making -- Organization -- Leadership -- Control -- Innovation -- Basic Concepts -- Decision-making -- Management Practice Cases.
Sommario/riassunto	Adhering to the combination of theoretical introduction and practical case introduction, this book summarizes the basic concepts and methods in management and big data analysis at home and abroad and introduces a large number of relevant practical cases, especially new cases in the Internet era, to help readers integrate theoretical knowledge into practical applications. The chapters of this book are interrelated and independent of each other, making it easy for the reader to study in pieces or to delve deeper into a particular topic of interest. Covering an array of theories about management and big data at home and abroad, this book lays a solid foundation for being an authentic manager. It is organized into sections on decision-making, organization, leadership, control, innovation, and big data to fully dissect and summarize the basic concepts of these characters in management and to show the basic methods that managers can use to solve problems. Each section contains a large number of examples to

demonstrate how entrepreneurs successfully manage their large companies and overcome the difficulties in the business, utilizing the corresponding management functions or big data technology. Further, in order to adapt to the development of the Internet era, this book also absorbs a lot of practice cases of management innovation and big data which have emerged in recent years based on advanced network platform and big data analysis. This book puts great emphasis on the innovative function of management, adding more comprehensive methods and more updated cases related to the Internet.
