1.	Record Nr.	UNINA9910796573803321
	Titolo	Media architecture : using information and media as construction material / / edited by Alexander Wiethoff and Heinrich Hussmann
	Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter Saur, , 2017 ©2017
	ISBN	3-11-045159-X 3-11-045387-8
	Descrizione fisica	1 online resource (218 pages)
	Collana	Age of Access? Grundfragen der Informationsgesellschaft, , 2195-0210 ; ; ; Volume 8
	Disciplina	004
	Soggetti	Information technology
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Frontmatter -- Editor's Preface -- Contents -- Introduction -- Media Architecture for Shared Encounters -- From Allopoietic Content to Autopoietic Content for Media Architecture through a Better Understanding of Architectural Typologies -- Interfaces of Media Architecture -- DIY / DIWO Media Architecture: The InstaBooth -- City Apps as Urban Interfaces -- Experiences Deploying Hybrid Media Architecture in Public Environments -- Designing Media Architecture: Methods and Tools -- Interacting with Media Architecture -- Media Façades and Narratives for Public Spaces -- Exploring Distribution as a Condition: Elements of a Minor Metropolitanism -- About the Authors
	Sommario/riassunto	The augmentation of urban spaces with technology, commonly referred to as Media Architecture, has found increasing interest in the scientific community within the last few years. At the same time architects began to use digital media as a new material apart from concrete, glass or wood to create buildings and urban structures. Simultaneously, Human-Computer Interaction (HCI) researchers began to exploit the interaction opportunities between users and buildings and to bridge the gaps between interface, information medium and architecture. As an example, they extended architectural structures with interactive, light-emitting elements on their outer shell, thereby transforming the

surfaces of these structures into giant public screens. At the same time the wide distribution of mobile devices and the coverage of mobile internet allow manifold interaction opportunities between open data and citizens, thereby enabling the internet of things in the public domain. However, the appropriate distribution of information to all citizens is still cumbersome and a mutual dialogue not always successful (i.e. who gets what data and when?). In this book we therefore provide a deeper investigation of Using Information and Media as Construction Material with media architecture as an input and output medium.

2.	Record Nr.	UNINA9910778221003321
	Autore	Barnett William P
	Titolo	The red queen among organizations [[electronic resource]] : how competitiveness evolves / / William P. Barnett
	Pubbl/distr/stampa	Princeton, : Princeton University Press, c2008
	ISBN	1-282-15819-8
		9786612158193
		1-4008-2448-6
	Edizione	[Course Book]
	Descrizione fisica	1 online resource (295 p.)
	Disciplina	338.6/04801
	Soggetti	Competition
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references (p. [259]-273) and index.
	Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- One. Why Are Some Organizations More Competitive than Others? -- Two. Logics of Competition -- Three. The Red Queen -- Four. Empirically Modeling The Red Queen -- Five. Red Queen Competition Among Commercial Banks -- Six. Red Queen Competition among Computer Manufacturers -- Seven. The Red Queen and Organizational Inertia -- Eight. Some Implications of Red Queen Competition -- Appendix. Data Sources and Collection Methods -- Notes -- References -- Index
	Sommario/riassunto	There's a scene in Lewis Carroll's Through the Looking Glass in which the Red Queen, having just led a chase with Alice in which neither

seems to have moved from the spot where they began, explains to the perplexed girl: "It takes all the running you can do, to keep in the same place." Evolutionary biologists have used this scene to illustrate the evolutionary arms race among competing species. William Barnett argues that a similar dynamic is at work when organizations compete, shaping how firms and industries evolve over time. Barnett examines the effects--and unforeseen perils--of competing and winning. He takes a fascinating, in-depth look at two of the most competitive industries--computer manufacturing and commercial banking--and derives some startling conclusions. Organizations that survive competition become stronger competitors--but only in the market contexts in which they succeed. Barnett shows how managers may think their experience will help them thrive in new markets and conditions, when in fact the opposite is likely to be the case. He finds that an organization's competitiveness at any given moment hinges on the organization's historical experience. Through Red Queen competition, weaker competitors fail, or they learn and adapt. This in turn heightens the intensity of competition and further strengthens survivors in an ever-evolving dynamic. Written by a leading organizational theorist, The Red Queen among Organizations challenges the prevailing wisdom about competition, revealing it to be a force that can make--and break--even the most successful organization.