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Employee Code Halos: New Ways for Team Members to Connect and Solve Problems; The Partner Code Halo: Weaver of Webs; The Enterprise Code Halo: Brand Aggregator; Five Halos Matter to People, Places, and Things; Chapter 4: The Anatomy of a Winning Code Halo Solution; The Amplifier: The Internet of Things Is a Network of Code Halo Amplifiers; Computing Devices Are Today's Established Amplifiers  
The "Skinterface" Will Change the Consumer Experience Industrial Amplifiers: Harnessing the Power of the Internet of Things; Smart Appliances Become Amplifiers in the Home; The Application Interface: Window to a Beautiful Experience; The Algorithm: Data Becomes Meaning; Facebook's Edge Rank Algorithm Makes It Personal; Successful Algorithms Power Code Connections and Create Insight; All Data, Great and Small; Netflix Lassos Data to Win in the Market; New Business Models Showcase Code Halo Value; Why Didn't They Tune in the Zune?; Balance Focus on Five Components for a Winning Solution  
Chapter 5: The SMAC Stack: The New Technology of Code Mastering the Fifth Wave of Corporate IT; Driving Business Value Through New Technologies; SMAC as a Technology Stack: No Technology Is an Island; A Step Change Driving Exponential Growth in Computing Devices and Data; The Rapid Growth of the SMAC Computing Model; Mobility and Analytics Lead the Way; Growth in Human-Generated Data; Smart Cars, Smart Houses, Smart Grids, Smart Health: The Coming Explosion in Machine-Generated Data; The Business Impact of SMAC: The Value Chain Is Becoming "Unchained"; Don't Get SMACKed  
Chapter 6: The Pattern of Digital Disruption: The Crossroads Model

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## Sommario/riassunto

Harness ""Code Halos"" to gain competitive advantage in the digital era Amazon beating Borders, Netflix beating Blockbuster, Apple beating Kodak, and the rise of companies like Google, LinkedIn, and Pandora are not isolated or random events. Today's outliers in revenue growth and value creation are winning with a new set of rules. They are dominating by managing the information that surrounds people, organizations, processes, and products-what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos. This is far beyond "Big Data" and analytics. Code Halos spark new

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