

1. Record Nr.	UNINA9910810143003321
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Titolo	Code Halos [[electronic resource]] : How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-89170-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (258 p.)
Altri autori (Persone)	RoehrigPaul PringBen
Disciplina	303.48/33 303.4833
Soggetti	Digital media - Social aspects Information technology - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Code Halos: How the Digital Lives of People, Things, and Organizations Are Changing the Rules of Business; Copyright; Contents; Disclaimer; Acknowledgments; Introduction: The Value of the Virtual; The Emerging Code Halo Economy; The Crossroads Model of Competition; Know the Rules; Why We Wrote Code Halos; Part I: Digits Over Widgets:The Next Age of Business and Technology; Chapter 1: "Will It Happen to Us?" A Trillion-Dollar Opportunity or an Extinction Event; What Is a Code Halo?; The First Trillion Is Always the Hardest; How Significant Was the Impact of the First Trillion Club? Historical Sources of Competitive Advantage Don't Hold Up Well Against Code Halos More Industries Heading to the Crossroads; Code Halos Go Mainstream; Code Halos: The Building Blocks of the Second Economy; Harnessing the Power of Code Halos in Your Industry; Chapter 2: The Personal Code Halo: Press "1" for the Real You; Invisible But Always Present, Ever Enriching; When Code Meets Code ...; The SMAC Stack: Driver of the Technological Sea Change; The Discipline of Creating Value from Insight; Code Halos: A New Core Competency; Personal Code Halos Showcase Value of the Virtual Chapter 3: The Five Business Code Halos: Connecting Customers, Products, and Organizations The Customer Code Halo: The Relationship Maker; Product Code Halos Shift Value from Widgets to Digits;

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

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
