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Titolo	Building the Digital Enterprise : A Guide to Constructing Monetization Models Using Digital Technologies // by Mark Skilton
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2015
ISBN	1-137-47772-5
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Descrizione fisica	1 online resource (273 p.)
Collana	Business in the Digital Economy
Disciplina	004.068
Soggetti	Management information systems E-business Electronic commerce E-commerce Leadership Industries Economics Management science Information technology Business—Data processing Business Information Systems e-Business/e-Commerce Business Strategy/Leadership Economics, general IT in Business
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 and index.
Sommario/riassunto	The digital economy is at a tipping point. This practical book defines digital ecosystems, discusses digital design using converging technologies of social networking, mobility, big data and cloud computing, and provides a methods for linking digital technologies together to meet the challenges of building a digital enterprise in the

new economy.

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