

1. Record Nr.	UNINA9910820709203321
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Titolo	Digital privacy in the marketplace : perspectives on the information exchange // George R. Milne
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-849-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (200 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	004.678
Soggetti	Internet - Access control Teleshopping Computer security Data protection
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 (pages 155-172) and index.
Nota di contenuto	1. The information environment and the privacy problem -- 2. Why privacy is needed -- 3. Perspectives of privacy: technology history and academic theories -- 4. Information exchange and privacy in the marketplace -- 5. Information based privacy harms -- 6. Forms of protection -- 7. The future of privacy -- References -- Index.
Sommario/riassunto	This book examines digital privacy in the marketplace. It focuses on the data exchanges between marketers and consumers, with special attention to the privacy challenges that are brought about by new information technologies. The purpose of this book is to provide a background source to help the reader think more deeply about the impact of privacy issues on both consumers and marketers. It covers topics such as: why privacy is needed, the technological, historical and academic theories of privacy, how market exchange affects privacy, what are the privacy harms and protections available, and what is the likely future of privacy.