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| Autore | Lord Bob <1963-> |
| Titolo | Converge [[electronic resource]] : transforming business at the intersection of marketing and technology / / Bob Lord, Ray Velez |
| Pubbl/distr/stampa | Hoboken, N.J., : John Wiley & Sons, Inc., 2013 |
| ISBN | 1-118-63222-2 1-299-47581-7 1-118-63224-9 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (258 p.) |
| Altri autori (Persone) | VelezRay <1960-> |
| Disciplina | 658.4/062 |
| Soggetti | Business Marketing Technological innovations |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | The collision of media, technology, and creativity -- Media -- Technology -- Creativity -- Building the renaissance organization -- How delta got its groove back -- Convergence catalysts -- Media -- How the fickle consumer uses media -- The upfronts -- Just because it?s digital doesn?t mean it?s fast -- Imagining brands as publishers -- Convergence catalysts -- Ubiquitous computing -- What is ubiquitous computing? -- The home, connected -- The self, quantified -- How business can respond -- Convergence catalysts -- The cloud -- Grasping the cloud -- From EC2 to the royal wedding -- Fast, cheap and in control -- A tsunami of data -- Clouding the cloud issue -- Convergence catalysts. |
| Sommario/riassunto | The leaders of Razorfish share their strategies for merging marketing and IT To create rich, technologically enabled experiences, enterprises need close collaboration between marketing and IT. Converge explains how the merging of technology, media, and creativity is revolutionizing marketing and business strategy. The CEO and CTO of Razorfish, one of the world"s largest digital marketing agencies, give their unique perspective on how to thrive in this age of disruption. Converge shares their first-hand experience working closely with global brands- |

including AXE, Intel, Samsung, and Kellogg-to
