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Soggetti	Application software Business - Data processing Strategic planning Leadership Technology - Sociological aspects Computer and Information Systems Applications Business Informatics Business Strategy and Leadership Emerging Technologies
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Nota di contenuto	1. Introduction to emerging digital technologies -- 2. Artificial intelligence -- 3. Blockchain technology -- 4. Internet of Things -- 5. Virtual and augmented reality -- 6. 3D printing -- 7. Biochips -- 8. Digital twin -- 9. Wrap-up regarding emerging digital technologies.
Sommario/riassunto	This book provides an up-to-date overview and critical discussion of technologies that shape and influence the digital economy, and especially covers artificial intelligence, Internet of Things, virtual and augmented reality, digital twins, blockchain technology, 3D printing, and biochip technology. After two introductory chapters about the digital economy and digital technologies in general, dedicated chapters explain the basics and foundations of each of the selected technologies as well as their potential for industry and services. To this end, these chapters first introduce the specific digital technology, followed by one

interview with an academic expert for further describing and explaining the technology plus a second one with a business expert for illustrating a successful business case. Each chapter ends with a recap of the takeaways, supplemented by links to further readings for those who are eager to delve more into the relative topic as well as a self-test to challenge the reader's understanding. The book mainly targets business professionals and advanced undergraduate students in business and computer science. Business professionals (ranging from employees to managers and executives) will become acquainted with the basic terminology and diverse business aspects related to emerging digital technologies. They will benefit from descriptions by academic leaders in the field along with information and advice from industry people. Students will get an overview of the most important technologies which may also help them in selecting the most promising topics in their further education.

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