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Titolo	Understanding the Digital Revolution and Its Influences // by Yuxin Yu, Yangqing Jiang
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Nota di contenuto	Chapter 1. Understanding the Evolution of Digital Economy -- Chapter 2. Digital Technology Iteration and Productivity Revolution -- Chapter 3. Basic Theory of Social Division of Labor -- Chapter 4. Evolution of the Social Division Mode of Digital Economy -- Chapter 5. The Reshaping Force of Digital Economy upon Social Division of Labor -- Chapter 6. Individual Economic Behavior Decision under the Digital Economy -- Chapter 7. Individual Economic Phenomenon of Digital Economy -- Chapter 8. Commercial Operation and Value Creation of Digital Economy -- Chapter 9. Evolution and Development of Enterprise Organizations in Digital Economy -- Chapter 10. Development Trend of Enterprise Organizations in the Digital Age.
Sommario/riassunto	Guided by the question of why digital technology has a transformative impact, this book systematically explains the root causes of the transformative impact, reexamines the history of human development and the basic point of social division of labor, and further conducts a new deconstruction and elaboration of the logic and development trend of the digital technology impact. The book also analyzes and explains the latest commercial phenomena and future trends associated with the development of digital technology that have emerged. This book

creatively points out the necessity and importance of introducing a decision cost analysis into the behavioral choices of economic agents, and puts forward that information processing efficiency is a new standard for measuring the competitive advantage of individuals and economic organizations in the digital era, thus reinterprets the logic of human-economic development. This book has a unique research perspective, includes innovative research and a unified analytic framework, and has achieved an organic and deep integration of the logic of technological evolution and the logic of economic operation, forming many fresh and profound views and insights.
