

1. Record Nr.	UNINA9911019473203321
Autore	McGuire Russell <1964->
Titolo	The power of mobility : how your business can compete and win in the next technology revolution / / Russell McGuire
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2007
ISBN	9786610957217 9781119197492 111919749X 9781280957215 1280957212 9780470195444 0470195444
Edizione	[1st edition]
Descrizione fisica	1 online resource (258 p.)
Disciplina	658.4012
Soggetti	Business enterprises - Technological innovations Business enterprises - Computer networks - Management Mobile communication systems - Management Business planning
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.
Nota di contenuto	THE POWER OF MOBILITY; Foreword; Contents; Preface: Welcome to the Mobile World; What's in this Book for You; Acknowledgments; Part I: The Mobility Age; Chapter 1: Technology Sets the Stage; The Gutenberg Press Unleashes Reformation and Renaissance; Bacon's Law; The Steam Engine Powers the Industrial Age; The Second Law of Thermodynamics; The Telegraph Signals the Telecom Era; ""Time Is Money"; The Microprocessor Produces the Personal Computer (PC) Era; ""Moore's Law"; Notes; Chapter 2: Redefining Communications; Redefining Business Communications; Redefining Consumer Communications Chapter 3: The Law of Mobility Signals TransformationThe Internet Connects the World; ""Metcalfe's Law"; Wireless Technologies Unleash the Power of Mobility; ""The Law of Mobility"; Notes; Chapter 4: What Power?; Context Matters; Converging Power; Part II: Seven Steps to the Power of Mobility; Chapter 5: Introducing the Seven Steps; Making a

Product Mobile; Adding Mobility into Products Today; I Thought Cameras Already Were Mobile; Can Mobility Increase the Value of Your Product?; Making a Service Mobile; Adding Mobility into Services Today; Can Mobility Increase the Value of Your Service?

Making a Process MobileHigh Reward, High Risk; Notes; Chapter 6: Digitize; How to Digitize; Notes; Chapter 7: Connect; Notes; Chapter 8: Evaluate; Increasing Availability; Contextual Relevance; Reduced Costs; What Does It Take?; Notes; Chapter 9: Limit; Wireless Technology; Network Provider; Geography; Activities; Notes; Chapter 10: Position; Risk; Reward; Replication; Wrapping It All Together; Note; Chapter 11: Protect; What Are These Dangers?; Taming the Dangers; Notes; Chapter 12: Learn from Your Customers; The Three Imperatives; The Levels of Learning; Notes

Chapter 13: Conclusion: Go Capture the Power!Me-Too-Plus or New Category?; Deliver the Value, Capture the Power; Notes; Index

Sommario/riassunto

Praise For The Power of Mobility: How Your Business Can Compete and Win in the Next Technology Revolution ""Mobility is the next technology force that is redefining how businesses operate. Going forward, the winners will be 'anywhere enterprises' that learn how to combine the Power of Mobility with broadband connectivity to create competitive advantage. Russell's book lays out a straightforward road map for how to do just that.""-Berge Ayvazian, Chief Strategy Officer, Yankee Group ""Our experience has proved that integrating the mobility of our services into the I
