

# Tap Unlocking The Mobile Economy The Mit Press En

*The Ends Game* Marco Bertini, Oded Koenigsberg. 2022-01-11 How companies like Dollar Shave Club and Rent the Runway rewrite the rules of commerce by pursuing outcomes rather than products and services. The seventh book in the Management on the Cutting Edge series—for business professionals looking to do deliver excellent customer service while maximizing value and revenue. Would you rather pay for healthcare or for better health? For school or education? For groceries or nutrition? A car or transportation? A theater performance or entertainment? In *The Ends Game*, Marco Bertini and Oded Koenigsberg describe how some firms are rewriting the rules of commerce: instead of selling the “means” (their products and services), they adopt innovative revenue models to pursue “ends” (actual outcomes). They examine companies such as: • Dollar Shave Club • Rent the Runway • Netflix • Spotify • Michelin • Adobe • Pearson • And many more! They show that paying by the pill, semester, food item, vehicle, or show does not necessarily reflect the value that customers actually derive from their purchases. Revenue models anchored on the ownership of products, they argue, are patently inferior.

**Markets and the Environment, Second Edition** Nathaniel O. Keohane, Sheila M.

Olmstead. 2016-01-05 A clear grasp of economics is essential to understanding why environmental problems arise and how we can address them. ... Now thoroughly revised with updated information on current environmental policy and real-world examples of market-based instruments .... The authors provide a concise yet thorough introduction to the economic theory of environmental policy and natural resource management. They begin with an overview of environmental economics before exploring topics including cost-benefit analysis, market failures and successes, and economic growth and sustainability. Readers of the first edition will notice new analysis of cost estimation as well as specific market instruments, including municipal water pricing and waste disposal. Particular attention is paid to behavioral economics and cap-and-trade programs for carbon.--Publisher's web site.

**Mobile Marketing** Daniel Rowles. 2013-11-03 Mobile Marketing provides an in-depth hardware and software review of mobile technology - including mobile platforms, app development, social media and location-based services - and information on how to exploit the software to boost marketing, communications and advertising strategies. It explains the dynamics between the key players and how these forces are shaping future developments in terms of service provision, media integration and content strategy. Supported by in-depth case studies such as Sony, L'Oreal and Ernst & Young which illustrate the potential pitfalls and rewards of mobile marketing initiatives, Mobile Marketing shows how our new mobile lifestyle can be a rewarding environment for those businesses willing to embrace new technology and, with imagination and creativity, develop mobile marketing strategies that can win customers, boost brand awareness, raise profile and increase profits.

[Marketing in a Digital World](#) Aric Rindfleisch, Alan J. Malter. 2019-09-19 Marketing in a Digital World consists of nine essays on how the digital revolution has affected marketing theory and practice. Leading marketing scholars, including several editors of premier academic journals, provide fresh insights for both scholars and managers seeking to enhance their understanding of marketing in a digital world.

**Tap** Anindya Ghose. 2018-09-11 How the smartphone can become a personal concierge (not a stalker) in the mobile marketing revolution of smarter companies, value-seeking consumers, and curated offers. Consumers create a data trail by tapping their phones; businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy. According to Anindya Ghose, a global authority on the mobile economy, this two-way exchange can benefit both customers and businesses. In *Tap*, Ghose welcomes us to the mobile economy of smartphones,

smarter companies, and value-seeking consumers. Drawing on his extensive research in the United States, Europe, and Asia, and on a variety of real-world examples from companies including Alibaba, China Mobile, Coke, Facebook, SK Telecom, Telefónica, and Travelocity, Ghose describes some intriguingly contradictory consumer behavior: people seek spontaneity, but they are predictable; they find advertising annoying, but they fear missing out; they value their privacy, but they increasingly use personal data as currency. When mobile advertising is done well, Ghose argues, the smartphone plays the role of a personal concierge—a butler, not a stalker. Ghose identifies nine forces that shape consumer behavior, including time, crowdedness, trajectory, and weather, and he examines these how these forces operate, separately and in combination. With Tap, he highlights the true influence mobile wields over shoppers, the behavioral and economic motivations behind that influence, and the lucrative opportunities it represents. In a world of artificial intelligence, augmented and virtual reality, wearable technologies, smart homes, and the Internet of Things, the future of the mobile economy seems limitless.

**Things Fall Together** Skylar Tibbits. 2021-06-15 From the visionary founder of the Self-Assembly Lab at MIT, a manifesto for the dawning age of active materials Things in life tend to fall apart. Cars break down. Buildings fall into disrepair. Personal items deteriorate. Yet today's researchers are exploiting newly understood properties of matter to program materials that physically sense, adapt, and fall together instead of apart. These materials open new directions for industrial innovation and challenge us to rethink the way we build and collaborate with our environment. Things Fall Together is a provocative guide to this emerging, often mind-bending reality, presenting a bold vision for harnessing the intelligence embedded in the material world. Drawing on his pioneering work on self-assembly and programmable material technologies, Skylar Tibbits lays out the core, frequently counterintuitive ideas and strategies that animate this new approach to design and innovation. From furniture that builds itself to shoes printed flat that jump into shape to islands that grow themselves, he describes how matter can compute and exhibit behaviors that we typically associate with biological organisms, and challenges our fundamental assumptions about what physical materials can do and how we can interact with them. Intelligent products today often rely on electronics, batteries, and complicated mechanisms. Tibbits offers a different approach, showing how we can design simple and elegant material intelligence that may one day animate and improve itself—and along the way help us build a more sustainable future. Compelling and beautifully designed, Things Fall Together provides an insider's perspective on the materials revolution that lies ahead, revealing the spectacular possibilities for designing active materials that can self-assemble, collaborate, and one day even evolve and design on their own.

*Cellular* Daniel D. Garcia-Swartz, Martin Campbell-Kelly. 2022-10-18 Tracks the evolution of the international cellular industry from the late 1970s to the present. The development of the mobile-phone industry into what we know today required remarkable cooperation between companies, governments, and industrial sectors. Companies developing cellular infrastructure, cellular devices, cellular network services, and eventually software and mobile semiconductors had to cooperate, not simply compete, with each other. In this global history of the mobile-phone industry, Daniel D. Garcia-Swartz and Martin Campbell-Kelly examine its development in the United States, Europe, Japan, and several emerging economies, including China and India. They present the evolution of mobile phones from the perspective of vendors of telephone equipment and network operators, users whose lives have been transformed by mobile phones, and governments that have fostered specific mobile-phone standards. Cellular covers the technical aspects of the cellphone, as well as its social and political impact. Beginning with the 1980s, the authors trace the development of closed (proprietary) and open (available to all) cellular standards, the impact of network effects as cellular adoption increased, major technological changes affecting mobile phone hardware, and the role of national governments in shaping the industry. The authors also consider the changing roles that cellular phones have played in the everyday lives of people around the world and the implications 5G technology may have for the future. Finally, they offer statistics on how quickly the cellular industry grew in different regions of the world and how firms competed in those various markets. Cellular is

published in the History of Computing Series. This distinguished series has played a major role in defining scholarship in the history of computing. Hallmarks of the series are its technical detail and interpretation of primary source materials.

**Social Physics** Alex Pentland.2014 A landmark tour of the new science of idea flow outlines revolutionary insights into the mysteries of collective intelligence and social influence, explaining the virtually unlimited data sets of today's digital technologies and the considerable accuracy of information from social networks.

The Longevity Economy Joseph F. Coughlin.2017-11-07 Oldness: a social construct at odds with reality that constrains how we live after middle age and stifles business thinking on how to best serve a group of consumers, workers, and innovators that is growing larger and wealthier with every passing day. Over the past two decades, Joseph F. Coughlin has been busting myths about aging with groundbreaking multidisciplinary research into what older people actually want -- not what conventional wisdom suggests they need. In *The Longevity Economy*, Coughlin provides the framing and insight business leaders need to serve the growing older market: a vast, diverse group of consumers representing every possible level of health and wealth, worth about \$8 trillion in the United States alone and climbing. Coughlin provides deep insight into a population that consistently defies expectations: people who, through their continued personal and professional ambition, desire for experience, and quest for self-actualization, are building a striking, unheralded vision of longer life that very few in business fully understand. His focus on women -- they outnumber men, control household spending and finances, and are leading the charge toward tomorrow's creative new narrative of later life -- is especially illuminating. Coughlin pinpoints the gap between myth and reality and then shows businesses how to bridge it. As the demographics of global aging transform and accelerate, it is now critical to build a new understanding of the shifting physiological, cognitive, social, family, and psychological realities of the longevity economy.

**Social Media Analytics and Practical Applications** Subodha Kumar,Liangfei Qiu.2021-12-30 *Social Media Analytics and Practical Applications: The Change to the Competition Landscape* provides a framework that allows you to understand and analyze the impact of social media in various industries. It illustrates how social media analytics can help firms build transformational strategies and cope with the challenges of social media technology. By focusing on the relationship between social media and other technology models, such as wisdom of crowds, healthcare, fintech and blockchain, machine learning methods, and 5G, this book is able to provide applications used to understand and analyze the impact of social media. Various industries are called out and illustrate how social media analytics can help firms build transformational strategies and at the same time cope with the challenges that are part of the landscape. The book discusses how social media is a driving force in shaping consumer behavior and spurring innovations by embracing and directly engaging with consumers on social media platforms. By closely reflecting on emerging practices, the book shows how to take advantage of recent advancements and how business operations are being revolutionized. *Social Media Analytics and Practical Applications* is written for academicians and professionals involved in social media and social media analytics.

**Felt Time** Marc Wittmann.2016-02-12 An expert explores the riddle of subjective time, from why time speeds up as we grow older to the connection between time and consciousness.

*Handbook of Research on Retailing* Katrijn Gielens,Els Gijbrecchts.2018-08-31 The advent of e-commerce and the rise of hard discounters have put severe pressure on traditional retail chains. Boundaries are blurring: traditional brick & mortar players are expanding their online operations and/or setting up their own discount banners, while the power houses of online retail are going physical, and hard discounters get caught up in the Wheel of Retailing. Even successful companies cannot sit back and rest, but need to prepare for the next wave of change. In the face of this complexity, it is all the more important to take stock of current knowledge, based on insights and experience from leading scholars in the field. What do we know from extant studies, and what are the ensuing best practices? What evolutions are ahead, and will current recipes still work in the future? This Handbook sheds light on these issues.

**Good Economics for Hard Times** Abhijit V. Banerjee, Esther Duflo. 2019-11-12 The winners of the Nobel Prize show how economics, when done right, can help us solve the thorniest social and political problems of our day. Figuring out how to deal with today's critical economic problems is perhaps the great challenge of our time. Much greater than space travel or perhaps even the next revolutionary medical breakthrough, what is at stake is the whole idea of the good life as we have known it. Immigration and inequality, globalization and technological disruption, slowing growth and accelerating climate change--these are sources of great anxiety across the world, from New Delhi and Dakar to Paris and Washington, DC. The resources to address these challenges are there--what we lack are ideas that will help us jump the wall of disagreement and distrust that divides us. If we succeed, history will remember our era with gratitude; if we fail, the potential losses are incalculable. In this revolutionary book, renowned MIT economists Abhijit V. Banerjee and Esther Duflo take on this challenge, building on cutting-edge research in economics explained with lucidity and grace. Original, provocative, and urgent, *Good Economics for Hard Times* makes a persuasive case for an intelligent interventionism and a society built on compassion and respect. It is an extraordinary achievement, one that shines a light to help us appreciate and understand our precariously balanced world.

*In the Bubble* John Thackara. 2006-02-17 How to design a world in which we rely less on stuff, and more on people. We're filling up the world with technology and devices, but we've lost sight of an important question: What is this stuff for? What value does it add to our lives? So asks author John Thackara in his new book, *In the Bubble: Designing for a Complex World*. These are tough questions for the pushers of technology to answer. Our economic system is centered on technology, so it would be no small matter if tech ceased to be an end-in-itself in our daily lives. Technology is not going to go away, but the time to discuss the end it will serve is before we deploy it, not after. We need to ask what purpose will be served by the broadband communications, smart materials, wearable computing, and connected appliances that we're unleashing upon the world. We need to ask what impact all this stuff will have on our daily lives. Who will look after it, and how? *In the Bubble* is about a world based less on stuff and more on people. Thackara describes a transformation that is taking place now—not in a remote science fiction future; it's not about, as he puts it, the schlock of the new but about radical innovation already emerging in daily life. We are regaining respect for what people can do that technology can't. *In the Bubble* describes services designed to help people carry out daily activities in new ways. Many of these services involve technology—ranging from body implants to wide-bodied jets. But objects and systems play a supporting role in a people-centered world. The design focus is on services, not things. And new principles—above all, lightness—inform the way these services are designed and used. At the heart of *In the Bubble* is a belief, informed by a wealth of real-world examples, that ethics and responsibility can inform design decisions without impeding social and technical innovation.

**The Cambridge Handbook of Marketing and the Law** Jacob E. Gersen, Joel H.

Steckel. 2023-07-13 This handbook examines a wide range of current legal and policy issues at the intersection of marketing and the law. Focusing on legal outcomes that depend on measurements and interpretations of consumer and firm behavior, the chapters explore how consumers form preferences, perceptions, and beliefs, and how marketers influence them. Specific questions include the following: How should trademark litigation be valued and patent damages assessed? What are the challenges in doing so? What divides certain marketing claims between fact and fiction? Can a litigant establish secondary meaning without a survey? How can one extract evidence on consumer behavior with the explosion of social media? This unique volume at the intersection of marketing and the law brings together an international roster of scholars to answer these questions and more.

**Radically Human** Paul Daugherty, H. James Wilson. 2022-04-26 Technology advances are making tech more . . . human. This changes everything you thought you knew about innovation and strategy. In their groundbreaking book, *Human + Machine*, Accenture technology leaders Paul R. Daugherty and H. James Wilson showed how leading organizations use the power of human-machine collaboration to transform their processes and their bottom lines. Now, as new AI powered

technologies like the metaverse, natural language processing, and digital twins begin to rapidly impact both life and work, those companies and other pioneers across industries are tipping the balance even more strikingly toward the human side with technology-led strategy that is reshaping the very nature of innovation. In *Radically Human*, Daugherty and Wilson show this profound shift, fast-forwarded by the pandemic, toward more human—and more humane—technology. Artificial intelligence is becoming less artificial and more intelligent. Instead of data-hungry approaches to AI, innovators are pursuing data-efficient approaches that enable machines to learn as humans do. Instead of replacing workers with machines, they're unleashing human expertise to create human-centered AI. In place of lumbering legacy IT systems, they're building cloud-first IT architectures able to continuously adapt to a world of billions of connected devices. And they're pursuing strategies that will take their place alongside classic, winning business formulas like disruptive innovation. These against-the-grain approaches to the basic building blocks of business—Intelligence, Data, Expertise, Architecture, and Strategy (IDEAS)—are transforming competition. Industrial giants and startups alike are drawing on this radically human IDEAS framework to create new business models, optimize post-pandemic approaches to work and talent, rebuild trust with their stakeholders, and show the way toward a sustainable future. With compelling insights and fresh examples from a variety of industries, *Radically Human* will forever change the way you think about, practice, and win with innovation.

*Géomarketing et géolocalisation* Gérard Cliquet, Jérôme Baray. 2019-10-01 *Géomarketing et géolocalisation* expose les principaux concepts, méthodes et stratégies qui permettent de mettre en oeuvre un marketing prenant en compte l'espace. Il insiste sur l'intérêt de la cartographie dans la prise de décisions marketing et s'efforce de démontrer l'importance d'une vision plus spatialisée de ces décisions afin de répondre au mieux aux réalités des marchés, qu'ils soient locaux ou internationaux. Cet ouvrage présente les principaux concepts et techniques du géomarketing et les connaissances en matière de comportement spatial des consommateurs hors du point de vente et en magasin. Il expose l'idée d'un « mix géomarketing » qui spatialise les innovations de produit, le merchandising, le prix et les divers aspects de la promotion. Il définit également un véritable géoretailing et développe le concept de marketing mobile fondé sur les techniques de géolocalisation.

*Mobile Phones and Development in Africa* Jenny C. Aker, Joël Cariolle. 2023-11-30 This book focuses on the impact of information technology on the lives and livelihoods of rural households in sub-Saharan Africa, where simple mobile phones have leapfrogged traditional communication and financial technologies, and thus, arguably, offer some of the greatest potential for development. Drawing on primary and secondary research from a variety of disciplines, the authors examine the evolution of mobile phone coverage and adoption in sub-Saharan Africa over the past two decades, before exploring the main channels through which mobile phones can affect development. They then review initiatives on “digitizing development” and evaluate empirical evidence on their impact. The book argues that digital has yet to live up to the hype, ending with a set of questions that stakeholders should ask (and answer) when using digital technology for promoting development.

**Causal Inference** Scott Cunningham. 2021-01-26 An accessible, contemporary introduction to the methods for determining cause and effect in the social sciences Causation versus correlation has been the basis of arguments--economic and otherwise--since the beginning of time. *Causal Inference: The Mixtape* uses legit real-world examples that I found genuinely thought-provoking. It's rare that a book prompts readers to expand their outlook; this one did for me.--Marvin Young (Young MC) Causal inference encompasses the tools that allow social scientists to determine what causes what. In a messy world, causal inference is what helps establish the causes and effects of the actions being studied--for example, the impact (or lack thereof) of increases in the minimum wage on employment, the effects of early childhood education on incarceration later in life, or the influence on economic growth of introducing malaria nets in developing regions. Scott Cunningham introduces students and practitioners to the methods necessary to arrive at meaningful answers to the questions of causation, using a range of modeling techniques and coding instructions for both the R and the Stata

programming languages.

**Transforming Global Information and Communication Markets** Peter F. Cowhey, Jonathan D. Aronson. 2012-01-13 Innovation in information and communication technology (ICT) fuels the growth of the global economy. How ICT markets evolve depends on politics and policy, and since the 1950s periodic overhauls of ICT policy have transformed competition and innovation. For example, in the 1980s and the 1990s a revolution in communication policy (the introduction of sweeping competition) also transformed the information market. Today, the diffusion of Internet, wireless, and broadband technology, growing modularity in the design of technologies, distributed computing infrastructures, and rapidly changing business models signal another shift. This pathbreaking examination of ICT from a political economy perspective argues that continued rapid innovation and economic growth require new approaches in global governance that will reconcile diverse interests and enable competition to flourish. The authors (two of whom were architects of international ICT policy reforms in the 1990s) discuss this crucial turning point in both theoretical and practical terms.

*Location-Based Marketing* Gérard Cliquet, Jérôme Baray. 2020-03-31 Location-based Marketing outlines the main concepts, methods and strategies for implementing spatial marketing, also known as geomarketing. With an emphasis on the value of mapping in marketing decision-making, this book demonstrates the importance of a more spatialized view of these decisions, in order to best respond to market realities - whether local or international. The main techniques of geomarketing are presented along with an understanding of the spatial behavior of consumers, both outside the point of sale and in stores. The book further introduces the idea of a geomarketing mix, which spatializes product innovations, merchandising, pricing and various aspects of promotion. Finally, the book defines what real georetailing comprises and develops the concept of mobile marketing based on geolocation techniques.

Introduction to Embedded Systems, Second Edition Edward Ashford Lee, Sanjit Arunkumar Seshia. 2016-12-30 An introduction to the engineering principles of embedded systems, with a focus on modeling, design, and analysis of cyber-physical systems. The most visible use of computers and software is processing information for human consumption. The vast majority of computers in use, however, are much less visible. They run the engine, brakes, seatbelts, airbag, and audio system in your car. They digitally encode your voice and construct a radio signal to send it from your cell phone to a base station. They command robots on a factory floor, power generation in a power plant, processes in a chemical plant, and traffic lights in a city. These less visible computers are called embedded systems, and the software they run is called embedded software. The principal challenges in designing and analyzing embedded systems stem from their interaction with physical processes. This book takes a cyber-physical approach to embedded systems, introducing the engineering concepts underlying embedded systems as a technology and as a subject of study. The focus is on modeling, design, and analysis of cyber-physical systems, which integrate computation, networking, and physical processes. The second edition offers two new chapters, several new exercises, and other improvements. The book can be used as a textbook at the advanced undergraduate or introductory graduate level and as a professional reference for practicing engineers and computer scientists. Readers should have some familiarity with machine structures, computer programming, basic discrete mathematics and algorithms, and signals and systems.

Technology Meets Flowers Eric van Heck. 2021-06-30 Why do the Dutch continue to play a central role in the global production, sales, and distribution of flowers? What are the origin and history of the bulb and flower industry in the Netherlands? How are Artificial Intelligence (AI), complex algorithms, and modern distribution systems ensuring that fresh flowers reach their destination on time? This very entertaining and informative book introduces readers to the global flower business, and highlights the surprising factors that helped the Dutch become global leaders on the flower markets. The book reveals the complexity of the flower markets in terms of their ability to produce, transport, and deliver fresh flowers on a global scale. In addition, it explores how information advantage is created by blending business with technology, from robotized glasshouses to the use of

AI-driven algorithms for flower production and distribution. In closing, the book presents lessons learned regarding the circular and digital transformation of the high-speed flower business and markets in order to deliver sustainable value for customers. Combining the light beauty of flowers with the harsh language of the digital universe is a masterfully executed task in this book, organized as a bouquet of algorithms, data science, and digital platforms. Mandatory reading for all those interested in the flower business as well as for those who want to know more about the perfume emanating from digital systems. Eduardo Diniz Professor and Head of the Technology and Data Science Department, Escola de Administração de Empresas de São Paulo, Fundação Getulio Vargas, São Paulo, Brazil This unique book leads you through the bulb fields and auctions of the Netherlands, through history, logistics, auction design, and Internet technology, to draw lessons in business management from the study of flowers. With beautiful illustrations. A tour de force. John Kay Economist, Author of *Radical Uncertainty* and *Greed is Dead*, and Fellow, St. John's College, University of Oxford, Oxford, United Kingdom If you want to understand the impact of information and technology on a fascinating industry, this book is a must-read. The author explains in a highly intriguing way how innovations propelled the flower industry from the sixteenth century till today. Whether you are working in the flower industry, a business student, academic, or just intrigued by the business behind flowers, you will enjoy this book! Martin Mocker Professor of Information Systems, ESB Business School, Reutlingen University, Reutlingen, Germany. Research Affiliate, MIT Sloan Center for Information Systems Research, Cambridge, USA

*Felt Time* Marc Wittmann.2017-04-07 An expert explores the riddle of subjective time, from why time speeds up as we grow older to the connection between time and consciousness. We have widely varying perceptions of time. Children have trouble waiting for anything. ("Are we there yet?") Boredom is often connected to our sense of time passing (or not passing). As people grow older, time seems to speed up, the years flitting by without a pause. How does our sense of time come about? In *Felt Time*, Marc Wittmann explores the riddle of subjective time, explaining our perception of time—whether moment by moment, or in terms of life as a whole. Drawing on the latest insights from psychology and neuroscience, Wittmann offers a new answer to the question of how we experience time. Wittmann explains, among other things, how we choose between savoring the moment and deferring gratification; why impulsive people are bored easily, and why their boredom is often a matter of time; whether each person possesses a personal speed, a particular brain rhythm distinguishing quick people from slow people; and why the feeling of duration can serve as an "error signal," letting us know when it is taking too long for dinner to be ready or for the bus to come. He considers the practice of mindfulness, and whether it can reduce the speed of life and help us gain more time, and he describes how, as we grow older, subjective time accelerates as routine increases; a fulfilled and varied life is a long life. Evidence shows that bodily processes—especially the heartbeat—underlie our feeling of time and act as an internal clock for our sense of time. And Wittmann points to recent research that connects time to consciousness; ongoing studies of time consciousness, he tells us, will help us to understand the conscious self.

**Smart Cities: Big Data, Civic Hackers, and the Quest for a New Utopia** Anthony M. Townsend.2013-10-07 An unflinching look at the aspiring city-builders of our smart, mobile, connected future. From Beijing to Boston, cities are deploying smart technology—sensors embedded in streets and subways, Wi-Fi broadcast airports and green spaces—to address the basic challenges faced by massive, interconnected metropolitan centers. In *Smart Cities*, Anthony M. Townsend documents this emerging futuristic landscape while considering the motivations, aspirations, and shortcomings of the key actors—entrepreneurs, mayors, philanthropists, and software developers—at work in shaping the new urban frontier.

The Global Smartphone Daniel Miller ,Laila Abed Rabho ,Patrick Awondo , Maya de Vries,Marília Duque,Pauline Garvey, Laura Haapio-Kirk,Charlotte Hawkins,Alfonso Otaegui ,Shireen Walton,Xinyuan Wang.2021-05-06 The smartphone is often literally right in front of our nose, so you would think we would know what it is. But do we? To find out, 11 anthropologists each spent 16 months living in communities in Africa, Asia, Europe and South America, focusing on the take up of

smartphones by older people. Their research reveals that smartphones are technology for everyone, not just for the young. The Global Smartphone presents a series of original perspectives deriving from this global and comparative research project. Smartphones have become as much a place within which we live as a device we use to provide 'perpetual opportunism', as they are always with us. The authors show how the smartphone is more than an 'app device' and explore differences between what people say about smartphones and how they use them. The smartphone is unprecedented in the degree to which we can transform it. As a result, it quickly assimilates personal values. In order to comprehend it, we must take into consideration a range of national and cultural nuances, such as visual communication in China and Japan, mobile money in Cameroon and Uganda, and access to health information in Chile and Ireland - all alongside diverse trajectories of ageing in Al Quds, Brazil and Italy. Only then can we know what a smartphone is and understand its consequences for people's lives around the world.

*Neuromarketing For Dummies* Stephen J. Genco, Andrew P. Pohlmann, Peter Steidl. 2013-07-29 Learn how to use neuromarketing and understand the science behind it. Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media.

Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? *Neuromarketing For Dummies* goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in-store and online shopping, product and package design, and much more. Topics include: How neuromarketing works; Insights from the latest neuromarketing research; How to apply neuromarketing strategies to any level of advertising or marketing, on any budget; Practical techniques to help your customers develop bonds with your products and services; The ethics of neuromarketing. *Neuromarketing for Dummies* demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans.

**The Human Tide** Paul Morland. 2019-03-05 A dazzling new history of the irrepressible demographic changes and mass migrations that have made and unmade nations, continents, and empires. The rise and fall of the British Empire; the emergence of America as a superpower; the ebb and flow of global challenges from Nazi Germany, Imperial Japan, and Soviet Russia. These are the headlines of history, but they cannot be properly grasped without understanding the role that population has played. *The Human Tide* shows how periods of rapid population transition--a phenomenon that first emerged in the British Isles but gradually spread across the globe--shaped the course of world history. Demography--the study of population--is the key to unlocking an understanding of the world we live in and how we got here. Demographic changes explain why the Arab Spring came and went, how China rose so meteorically, and why Britain voted for Brexit and America for Donald Trump. Sweeping from Europe to the Americas, China, East Asia, the Middle East, and North Africa, *The Human Tide* is a panoramic view of the sheer power of numbers.

Participatory Politics Elisabeth Soep. 2014-01-31 An examination of the mix of face-to-face and digital methods that young people use in their experiments with civic engagement. Although they may disavow politics as such, civic-minded young people use every means and media at their disposal to carry out the basic tasks of citizenship. Through a mix of face-to-face and digital methods, they deliberate on important issues and debate with peers and powerbrokers, redefining some key dynamics that govern civic life in the process. In *Participatory Politics*, Elisabeth Soep examines the specific tactics used by young people as they experiment with civic engagement. Drawing on her scholarly research and on her work as a media producer and educator, Soep identifies five tactics that are part of effective, equitable participatory politics among young people: Pivot Your Public (mobilizing civic capacity within popular culture engagements); Create Content Worlds (using inventive and interactive storytelling that sparks sharing); Forage for Information in public data archives; Code Up (using computational thinking to design tools, platforms, and spaces for public good); and Hide and Seek (protecting privacy and information sources). After describing these



tactics as they manifest themselves in a range of youth-driven activities—from the runaway spread of the video Kony 2012 to community hackathons—Soep discusses concrete ideas for cultivating the new literacies that will enable young people to participate in public life. She goes on to consider some risks associated with these participatory tactics, including simplification and sensationalism, and ways to avoid them, and concludes with implications for future research and practice.

Utilizing Big Data Paradigms for Business Intelligence Darmont, Jérôme, Loudcher, Sabine. 2018-08-10 Because efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations, data analysis is an important part of modern business administration. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. *Utilizing Big Data Paradigms for Business Intelligence* is a pivotal reference source that provides vital research on how to address the challenges of data extraction in business intelligence using the five “Vs” of big data: velocity, volume, value, variety, and veracity. This book is ideally designed for business analysts, investors, corporate managers, entrepreneurs, and researchers in the fields of computer science, data science, and business intelligence.

The Future of Competitive Strategy Mohan Subramaniam. 2022-08-16 How legacy firms can combine their traditional strengths with the power of data and digital ecosystems to forge a new competitive strategy for the digital era. How can legacy firms remain relevant in the digital era? In *The Future of Competitive Strategy*, strategic management expert Mohan Subramaniam explains how firms can leverage both their traditional strengths and the modern-day power of data and digital ecosystems to forge a new competitive strategy. Drawing on the experiences of a range of companies, including Caterpillar, Sleep Number, and Whirlpool, he explains how firms can benefit from data’s enlarged role in modern business, develop digital ecosystems tailored to their unique business needs, and use new frameworks to harness the power of data for competitive advantage. Subramaniam presents digital ecosystems as a combination of production and consumption ecosystems, which can be used by legacy firms to unlock the value of data at various levels—from improving operational efficiencies to creating new data-driven services and transforming traditional products into digital platforms. He explores the ways sensors and the Internet of Things provide new kinds of customer data; presents the concept of digital competitors—other firms that have access to similar data; discusses the new digital capabilities that firms need to develop; and addresses privacy and security issues associated with data sharing. Who needs this book? Any firm that wants to revitalize traditional business models, offer a richer customer experience, and expand its competitive arena into new digital ecosystems.

**Made in America** Michael L. Dertouzos. 1989 The report of the MIT Commission on Industrial Productivity provides a critical look at the recurring weaknesses of American industry and sets forth five national priorities for regaining the productive edge.

*Pop Internationalism* Paul R. Krugman. 1996 Pop internationalists—people who speak impressively about international trade while ignoring basic economics and misusing economic figures—are the target of this collection of Krugman’s recent essays. In the clear, entertaining style that brought him acclaim for *The Age of Diminished Expectations*, Krugman explains what real economic analysis is. 6 illustrations. Copyright © Libri GmbH. All rights reserved.

*Big Data at Work* Thomas H. Davenport. 2014-02-04 Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (*Competing on Analytics, Analytics at Work*) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. *Big Data at Work* covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
- How to hire, rent, or

develop the kinds of people who make big data work • The key success factors in implementing any big data project • How big data is leading to a new approach to managing analytics With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

**Spaces Speak, Are You Listening?** Barry Blesser, Linda-Ruth Salter. 2009-09-18 How we experience space by listening: the concepts of aural architecture, with examples ranging from Gothic cathedrals to surround sound home theater. We experience spaces not only by seeing but also by listening. We can navigate a room in the dark, and hear the emptiness of a house without furniture. Our experience of music in a concert hall depends on whether we sit in the front row or under the balcony. The unique acoustics of religious spaces acquire symbolic meaning. Social relationships are strongly influenced by the way that space changes sound. In *Spaces Speak, Are You Listening?*, Barry Blesser and Linda-Ruth Salter examine auditory spatial awareness: experiencing space by attentive listening. Every environment has an aural architecture. The audible attributes of physical space have always contributed to the fabric of human culture, as demonstrated by prehistoric multimedia cave paintings, classical Greek open-air theaters, Gothic cathedrals, acoustic geography of French villages, modern music reproduction, and virtual spaces in home theaters. Auditory spatial awareness is a prism that reveals a culture's attitudes toward hearing and space. Some listeners can learn to see objects with their ears, but even without training, we can all hear spatial geometry such as an open door or low ceiling. Integrating contributions from a wide range of disciplines—including architecture, music, acoustics, evolution, anthropology, cognitive psychology, audio engineering, and many others—*Spaces Speak, Are You Listening?* establishes the concepts and language of aural architecture. These concepts provide an interdisciplinary guide for anyone interested in gaining a better understanding of how space enhances our well-being. Aural architecture is not the exclusive domain of specialists. Accidentally or intentionally, we all function as aural architects.

**Using Traditional Design Methods to Enhance AI-Driven Decision Making** Nguyen, Tien V. T., Vo, Nhut T. M.. 2024-01-10 In the rapidly evolving landscape of industrial activities, artificial intelligence (AI) has emerged as a powerful force driving transformative change. Among its many applications, AI has proven to be instrumental in reducing processing costs associated with optimization challenges. The intersection of AI with optimization and multi-criteria decision making (MCDM) techniques has led to practical solutions in diverse fields such as manufacturing, transportation, finance, economics, and artificial intelligence. *Using Traditional Design Methods to Enhance AI-Driven Decision Making* delves into a wide array of topics related to optimization, decision-making, and their applications. Drawing on foundational contributions, system developments, and innovative techniques, the book explores the synergy between traditional design methods and AI-driven decision-making approaches. The book is ideal for higher education faculty and administrators, students of higher education, librarians, researchers, graduate students, and academicians. Contributors are invited to explore a wide range of topics, including the role of AI-driven decision-making in leadership, trends in AI-driven decision-making in Industry 5.0, applications in various industries such as manufacturing, transportation, healthcare, and banking services, as well as AI-driven optimization in mechanical engineering and materials.

**Free Innovation** Eric Von Hippel. 2024-04-30 A leading innovation scholar explains the growing phenomenon and impact of free innovation, in which innovations developed by consumers and given away “for free.” In this book, Eric von Hippel, author of the influential *Democratizing Innovation*, integrates new theory and research findings into the framework of a “free innovation paradigm.” Free innovation, as he defines it, involves innovations developed by consumers who are self-rewarded for their efforts, and who give their designs away “for free.” It is an inherently simple grassroots innovation process, unencumbered by compensated transactions and intellectual property rights. Free innovation is already widespread in national economies and is steadily increasing in both scale and scope. Today, tens of millions of consumers are collectively spending

tens of billions of dollars annually on innovation development. However, because free innovations are developed during consumers' unpaid, discretionary time and are given away rather than sold, their collective impact and value have until very recently been hidden from view. This has caused researchers, governments, and firms to focus too much on the Schumpeterian idea of innovation as a producer-dominated activity. Free innovation has both advantages and drawbacks. Because free innovators are self-rewarded by such factors as personal utility, learning, and fun, they often pioneer new areas before producers see commercial potential. At the same time, because they give away their innovations, free innovators generally have very little incentive to invest in diffusing what they create, which reduces the social value of their efforts. The best solution, von Hippel and his colleagues argue, is a division of labor between free innovators and producers, enabling each to do what they do best. The result will be both increased producer profits and increased social welfare—a gain for all.

*The Technology Fallacy* Gerald C. Kane, Anh Nguyen Phillips, Jonathan R. Copulsky, Garth R. Andrus. 2022-08-23 Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by *The Technology Fallacy* will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

*Game Changer* Jean-Manuel Izaret, Arnab Sinha. 2023-10-17 The right pricing strategy can change the entire trajectory of a business, a market, and even society at large. To help you create your best pricing strategy efficiently and confidently, two leaders from BCG are introducing fresh perspectives on pricing that take you far beyond the realm of mind-numbing numbers. In their new book *Game Changer: How Strategic Pricing Shapes Businesses, Markets, and Society*, Jean-Manuel Izaret and Arnab Sinha simplify and clarify pricing strategy by integrating its many frameworks and concepts into seven distinct pricing games, each with its own proven tools, rules, forces, and structures. To help you pick the right game and play it well, Izaret and Sinha have developed the Strategic Pricing Hexagon, a tool refined through years of testing, iteration, and adaptation. The Hexagon is your portal to a business world where stronger growth and better financial performance come from a set of strategic pricing decisions, not endless myopic quests for optimal prices. But more than that, the Hexagon will change the way you think about and talk about pricing. The current conversation around pricing – as expressed through economics textbooks, Excel spreadsheets, political discourse, and educated guesswork – makes it easy to believe that pricing is nothing more than a technical, tactical and, for most people, boring game of numbers. *Game Changer* changes that conversation by sharing stories and research that bring the Hexagon and its seven pricing games to life. With research from BCG's Bruce Henderson Institute and real-world examples from the world's most

influential companies, the authors and their colleagues at BCG define pricing strategy as a business leader's or business owner's conscious decisions about how money flows in their market. They show how companies succeed in the long term when they focus on collaborative growth and value sharing with customers, not zero-sum value extraction from them. Discover how you can create and implement a winning pricing strategy that changes the trajectory of your business, your market, and even society.

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies Erik Brynjolfsson, Andrew McAfee. 2014-01-20 A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

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