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KEY=GUIDE - IVY SWANSON

THE DIGITAL BUSINESS START-UP WORKBOOK

THE ULTIMATE STEP-BY-STEP GUIDE TO SUCCEEDING ONLINE FROM START-UP TO EXIT

John Wiley & Sons How do I know if my idea will work? How do I decide on the business model? How do I find my audience? Your digital business start-up journey begins here. From the bestselling author of The Small Business Start-up Workbook, Cheryl Rickman brings you a thoroughly practical guide to starting up a digital business, covering the full journey from idea to exit, with easy-to-implement strategies to make your online venture an ongoing success. With a combination of tips, exercises, checklists, anecdotes, case studies and lessons learned by business leaders, this workbook will guide you through each step of digital business. Learn how to: • Assess whether your business idea will work online/digitally • Choose the right business model for your proposition and avoid wasting time • Assess demand, viability and uncover untapped needs and gaps in the market • Build a usable, engaging website and mobile app • Create a buzz using social networking • Drive high quality traffic to your site and convert visitors into paying customers • Use search engine optimization (SEO) and marketing (SEM) tools effectively • Raise finance and protect your business • Build and maintain a strong brand • Recruit and retain a strong team • Sell the business or find a suitable successor. Reviews for the book: "If you want advice on starting your own internet business, don't ask me, read this book instead. It is more up-to-date and costs far less than a good lunch." Nick Jenkins, Founder of Moonpig.com "This book excels in providing practical guidance on how to create a successful digital business which exceeds customer expectations and keeps customers happy each step of the way." Scott Weavers-Wright, CEO of Kiddicare.com, and MD of Morrison.com (non-food) "If you read just one book on digital business, make it this one... It is inspirational, informative and interactive in equal measure. Highly recommended!" Rowan Gormley, Founder and CEO of NakedWines.com "Interspersed with inspiring and useful stories from successful entrepreneurs, this book can help aspiring business owners through a step-by-step process of refining their start-up ideas and building a solid business." Elizabeth Varley, Founder and CEO of TechHub

DIGITAL STRATEGY

A GUIDE TO DIGITAL BUSINESS TRANSFORMATION

Createspace Independent Publishing Platform Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for enterprises operating in today's fast-paced business environment. This book is for any businessperson who either wishes to stay relevant amid the rapid pace of technology innovation or wants to be a digital disrupter. If you're in business today, you probably use digital technology to run your day-to-day operations. But if you don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools available or wasting resources while trying to prepare for digital disruption. This accessible book guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing, and maintaining your digital strategy; and ultimately discovering how your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with Digital Strategy: A Guide to Digital Business Transformation.

WHAT'S YOUR DIGITAL BUSINESS MODEL?

SIX QUESTIONS TO HELP YOU BUILD THE NEXT-GENERATION ENTERPRISE

Harvard Business Press Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

TRUST, PRIVACY AND SECURITY IN DIGITAL BUSINESS

4TH INTERNATIONAL CONFERENCE, TRUSTBUS 2007, REGENSBURG, GERMANY, SEPTEMBER 3-7, 2007, PROCEEDINGS

Springer Science & Business Media This volume features the refereed proceedings of the 4th International Conference on Trust and Privacy in Digital Business. The 28 papers were all carefully reviewed. They cover privacy and identity management, security and risk management, security requirements and development, privacy enhancing technologies and privacy management, access control models, trust and reputation, security protocols, and security and privacy in mobile environments.

DRIVING DIGITAL STRATEGY

A GUIDE TO REIMAGINING YOUR BUSINESS

Harvard Business Press Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

CONFLICT MANAGEMENT IN DIGITAL BUSINESS

NEW STRATEGY AND APPROACH

Emerald Group Publishing Providing readers with a unique guide of how businesses can achieve resilience to digital conflict, Conflict Management in Digital Business helps prepare for unexpected situations such as pandemics, to maintain competitive advantage, and illuminating pathways to turn conflicts caused by extraordinary situations into opportunities.

THE TOGAF® STANDARD, 10TH EDITION - A POCKET GUIDE

Van Haren This is the official Pocket Guide for the TOGAF® Standard, 10th Edition from The Open Group. Building on over 25 years of development and constant input from The Open Group Architecture Forum's global community of Enterprise Architecture thought leaders, the TOGAF Standard, 10th Edition expands the material available to architecture practitioners to make adoption of best practices easier. With greatly expanded guidance and "how-to" material, it enables organizations to operate in an efficient and effective way across a broad range of use-cases, including Agile enterprises and Digital Transformation. The TOGAF Standard is the most prominent and reliable Enterprise Architecture standard, ensuring consistent standards, methods, and communication among Enterprise Architecture professionals. Those professionals who are fluent in the TOGAF approach enjoy greater industry credibility, job effectiveness, and career opportunities. The TOGAF approach helps practitioners avoid being locked into proprietary methods, utilize resources more efficiently and effectively, and realize a greater return on investment. This official Pocket Guide provides an overview of the contents and purpose of the TOGAF Standard in a condensed form. As such it does not cover every aspect of the standard in detail, but provides highlights and key reference information. Topics covered include: • A high-level introduction to the TOGAF Standard, introducing the modular TOGAF documentation set, the TOGAF Library, and the TOGAF framework • Guidance on how to read the standard • An introduction to the general how-to information provided in the TOGAF Standard, including guidance for practitioners, and how to use the standard in the Digital Enterprise • An overview of guidance to support the establishment of an Enterprise Architecture team • An overview of the guidance provided in the TOGAF Standard for specific topic domains, including Security Architecture, Business Architecture, Data/Information Architecture, Agile Methods, and Reference Models and Methods • An introduction to the TOGAF Fundamental Content documents provided in the TOGAF Standard, which describe the concepts considered to be universally applicable to the TOGAF framework, including: o Key techniques of the ADM cycle o Guidelines for adapting the TOGAF ADM for different usage scenarios o The Architecture Content Framework o Enterprise Architecture Capability and Guidance • The TOGAF Architecture Development Method (ADM), including summary phases for each of the ADM phases • An overview of ADM deliverables

THE AT&T DOCUMENTATION GUIDE

DIANE Publishing Catalog of the most often requested AT&T documents.

TRUST, PRIVACY AND SECURITY IN DIGITAL BUSINESS

18TH INTERNATIONAL CONFERENCE, TRUSTBUS 2021, VIRTUAL EVENT, SEPTEMBER 27–30, 2021, PROCEEDINGS

Springer Nature This volume LNCS 12927 constitutes the papers of the 18th International Conference on Trust, Privacy and Security in Digital Business, TrustBus 2021, held in September 2021 as part of the DEXA 2021 conference. The event was held virtually due to COVID-19 pandemic. The 11 full papers presented were carefully reviewed and selected from 30 submissions regarding advancements in the state of the art and practice of trust and privacy in digital business. The papers are organized in topical sections: Trust Evaluation; Security Risks; Web Security; Data Protection and Privacy Controls; and Privacy and Users

TRUST AND PRIVACY IN DIGITAL BUSINESS

FIRST INTERNATIONAL CONFERENCE, TRUSTBUS 2004, ZARAGOZA, SPAIN, AUGUST 30-SEPTEMBER 1, 2004, PROCEEDINGS

Springer Sincerely welcome to proceedings of the 1st International Conference on Trust and Privacy in Digital Business, Zaragoza, Spain, held from August 30th to September 1st, 2004. This conference was an outgrowth of the two successful TrustBus inter- tional workshops, held in 2002 and 2003 in conjunction with the DEXA conferences in Aix-en-Provence and in Prague. Being the first of a planned series of successful conferences it was our goal that this event would initiate a forum to bring together researchers from academia and commercial developers from industry to discuss the state of the art of technology for establishing trust and privacy in digital business. We thank you all the attendees for coming to Zaragoza to participate and debate the new emerging advances in this area. The conference program consisted of one invited talk and nine regular technical papers sessions. The invited talk and keynote speech was delivered by Ahmed Patel from the Computer Networks and Distributed Systems Research Group, University College Dublin, Ireland on "Developing Secure, Trusted and Auditable Services for E-Business: An Autonomic Computing Approach". A paper covering his talk is also contained in this book. The regular paper sessions covered a broad range of topics, from access control - sues to electronic voting, from trust and protocols to digital rights management. The conference attracted close to 100 submissions of which the program committee - cepted 29 papers for presentation and inclusion in the conference proceedings.

THE HUMAN SIDE OF DIGITAL BUSINESS TRANSFORMATION

John Wiley & Sons Master the essential human component of digital transformation In The Human Side of Digital Business Transformation, veteran emerging technology expert Kamales Lardi delivers an essential and practical exploration of the real-world implementation of digital transformation. The book teaches readers how to drive digital business transformation success by addressing a key element – the people side of transformation. This includes managing internal stakeholders, such as leadership teams and employees, as well as external stakeholders, such as customer, partners and supplier. The author provides a proven digital business transformation framework that facilitates the successful execution of new digital solutions. She also discusses: Digital maturity and transformation readiness assessments complete with supplementary, online tools Best practices and key learnings that drive the human side of transformation Real-world case studies and examples from renowned business leaders that offer success factors A can't-miss resource for leadership teams, management, and board members, as well as change managers and leaders in organizations, The Human Side of Digital Business Transformation will also be invaluable for students in business and executive education programs, consultants, and other business leaders interested in digital transformation.

DIGITAL BUSINESS TRANSFORMATION

HOW ESTABLISHED COMPANIES SUSTAIN COMPETITIVE ADVANTAGE FROM NOW TO NEXT

John Wiley & Sons Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

TRUST AND DIGITAL BUSINESS

THEORY AND PRACTICE

Taylor & Francis Trust and Digital Business: Theory and Practice brings together the theory and practice of trust and digital business. The book offers a look at the current state, including a comprehensive overview of both research and practical applications of trust in business. Readers will gain from this book in the following areas: knowledge across disciplines on trust in business, theoretical underpinnings of trust and how it sustains itself through digital dissemination, and empirically-validated practice regarding trust and its related concepts. The international team of authors from seven countries (Finland, Germany, Italy, Malaysia, Poland, Turkey, and the United States) ensures the diversity and quality of the content. The intended audiences of this book are professionals, scholars, and students.

TRUST, PRIVACY AND SECURITY IN DIGITAL BUSINESS

7TH INTERNATIONAL CONFERENCE, TRUSTBUS 2010, BILBAO, SPAIN, AUGUST 30-31, 2010, PROCEEDINGS

Springer Science & Business Media This book constitutes the refereed proceedings of the 7th International Conference on Trust, Privacy and Digital Business, TrustBus 2010, held in Bilbao, Spain, in August 2010. The papers are organized in topical sections on prevention systems; privacy; access control; security and trust concepts; and security for dynamic collaborations.

DIGITAL BUSINESS TRANSFORMATION

HOW ESTABLISHED COMPANIES SUSTAIN COMPETITIVE ADVANTAGE FROM NOW TO NEXT

John Wiley & Sons Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

ENTERPRISE CYBERSECURITY IN DIGITAL BUSINESS

BUILDING A CYBER RESILIENT ORGANIZATION

Routledge Cyber risk is the highest perceived business risk according to risk managers and corporate insurance experts. Cybersecurity typically is viewed as the boogeyman: it strikes fear into the hearts of non-technical employees. Enterprise Cybersecurity in Digital Business: Building a Cyber Resilient Organization provides a clear guide for companies to understand cyber from a business perspective rather than a technical perspective, and to build resilience for their business. Written by a world-renowned expert in the field, the book is based on three years of research with the Fortune 1000 and cyber insurance industry carriers, reinsurers, and brokers. It acts as a roadmap to understand cybersecurity maturity, set goals to increase resiliency, create new roles to fill business gaps related to cybersecurity, and make cyber inclusive for everyone in the business. It is unique since it provides strategies and learnings that have shown to lower risk and demystify cyber for each person. With a clear structure covering the key areas of the Evolution of Cybersecurity, Cybersecurity Basics, Cybersecurity Tools, Cybersecurity Regulation, Cybersecurity Incident Response, Forensics and Audit, GDPR, Cybersecurity Insurance, Cybersecurity Risk Management, Cybersecurity Risk Management Strategy, and Vendor Risk Management Strategy, the book provides a guide for professionals as well as a key text for students studying this field. The book is essential reading for CEOs, Chief Information Security Officers, Data Protection Officers, Compliance Managers, and other cyber stakeholders, who are looking to get up to speed with the issues surrounding cybersecurity and how they can respond. It is also a strong textbook for postgraduate and executive education students in cybersecurity as it relates to business.

TOOLBOX DIGITAL BUSINESS

LEADERSHIP, BUSINESS MODELS, TECHNOLOGIES AND CHANGE

Springer Nature This book provides important guidelines for the digital transformation process and shows how established companies in particular can use digitization for their strategic further development. It highlights developments in IT and data management, supported by AI, and analyzes how marketing, sales, HR, the corporate organization and controlling must be transformed in the digital age in order to take advantage of these new opportunities as early and comprehensively as possible. The tools offered in this book will support companies in actively shaping the change.

DISRUPTING DIGITAL BUSINESS

CREATE AN AUTHENTIC EXPERIENCE IN THE PEER-TO-PEER ECONOMY

Harvard Business Review Press We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises—no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they're passionate about influence their decision making and their spending. The workforce has changed too. Employees expect to be able to determine when and how they will work, the technology they'll use, and the values their company will espouse. Organizations can take part in this conversation only if they recognize how and where it's happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change—how they can keep their promises. Current trends, when taken seriously, require a new way of thinking about business that includes five key areas: 1. Consumerization of technology and the new C-suite 2. Data's influence in driving decisions 3. Digital marketing transformation 4. The future of work 5. Matrix commerce Digital disruption has changed how we do our work. But by mastering these trends you'll delight your customers with every interaction.

DIGITAL BUSINESS

CONCEPTS AND STRATEGIES

Routledge As businesses adapt to the realities of the digital world and build on the hard-won insights of the digital business pioneers, increasing importance is placed on the need to understand how traditional concepts of business strategy and implementation are influenced by the Internet, and to identify the novel aspects of business that are made possible by the Internet. That is why this book was written. How do you succeed in the digital business environment? How do you make the transition from offline to online? What aspects of your business will be affected, and how should you manage them? Digital Business: Concepts and Strategies will help you develop the skills necessary to understand and integrate Internet technology and characteristics into business activity for attaining strategic objectives.

ADOBE EXPERIENCE MANAGER QUICK-REFERENCE GUIDE

WEB CONTENT MANAGEMENT [FORMERLY CQ]

Pearson Education To meet the challenges of today and needs of tomorrow, businesses have to be agile, adaptable, and innovative. Adobe Experience Manager (formerly CQ) allows organizations to create a compelling online experience across digital channels–web, mobile, email, video, and social media–to build their brand, drive revenue, and extend their reach. This quick look-up guide by Adobe Experience Manager expert Shane Closser uses clear, concise explanations and an easy-to-use format to jump in and start organizing and managing the delivery of your creative assets and other content. You'll learn the quickest way to: • Organize, find, and share assets • Take control of metadata and tagging • Manage multilingual content • Take advantage of flexible workflows • Tap into social communities

ENTERPRISE ARCHITECTURE FOR DIGITAL BUSINESS

"O'Reilly Media, Inc." Digital transformation has accelerated nearly tenfold in recent years as both a business and technology journey. Yet, most white papers and how-to guides still focus solely on the business side, rather than include methods for optimizing the technology behind it. This handbook

shows CIOs, IT directors, and architects how to balance these two concerns successfully. You'll explore current technology trends and shifts required to build a digital business, including how enterprise architecture should evolve if it's to sustain and grow your business. A CIO who can handle digital transformation along with business interests is a rare find. This is the ideal guide to modernizing IT. You'll examine: The latest trends and technologies driving the need for a digital enterprise architecture New components, layers, and concepts that comprise a framework for digital enterprise architecture Skills and technologies you need to modernize an enterprise architecture for a digital business Domains and characteristics of a digital enterprise architecture How to map digital enterprise technologies to the appropriate teams

THE IT / DIGITAL LEGAL COMPANION

A COMPREHENSIVE BUSINESS GUIDE TO SOFTWARE, IT, INTERNET, MEDIA AND IP LAW

Syngress The IT/Digital Legal Companion is a comprehensive business and legal guidance covering intellectual property for digital business; digital contract fundamentals; open source rules and strategies; development, consulting and outsourcing; software as a service; business software licensing, partnering, and distribution; web and Internet agreements; privacy on the Internet; digital multimedia content clearance and distribution; IT standards; video game development and content deals; international distribution; and user-created content, mash-ups, MMOGs, and web widgets. Chapters deal with topics such as copyrights on the Internet, for software protection and around the world; trademarks and domain names; patents and digital technology companies; trade secrets and non-disclosure agreements; confidentiality, rights transfer, and non-competition agreements for employees; introduction to digital product and service contracts; a pragmatic guide to open source; IT services - development, outsourcing, and consulting; beta test agreements; commercial end-user agreements; terms of use for web sites and online applications; privacy and use of personal data; digital technology standards - opportunities, risks, and strategies; content for digital media; and deals in the web and mobile value chains. This book is intended for executives, entrepreneurs, finance and business development officers; technology and engineering officers; marketers, licensing professionals, and technology professionals; in-house counsel; and anyone else that deals with software or digital technology in business. Comprehensive Business and Legal Guidance including * Securing Intellectual Property for Digital Business * Digital Contract Fundamentals * Open Source Rules and Strategies * Development, Consulting and Outsourcing * Software as a Service * Business Software Licensing, Partnering, and Distribution * Web and Internet Agreements * Privacy on the Internet * Digital Multimedia Content Clearance and Distribution * IT Standards * Video Game Development and Content Deals * International Distribution * User-Created Content, Mash-Ups, MMOGs, and Web Widgets * And Much More Key Features: * Up-to-the-Moment Legal Guide * In Plain English * Includes 38 Contract and Web Forms in the Book

ADVANCES IN DATA COMMUNICATIONS AND NETWORKING FOR DIGITAL BUSINESS TRANSFORMATION

IGI Global Sustaining a competitive edge in today's business world requires innovative approaches to product, service, and management systems design and performance. Advances in computing technologies have presented managers with additional challenges as well as further opportunities to enhance their business models. Advances in Data Communications and Networking for Digital Business Transformation is a critical scholarly resource that examines transformative technologies from the perspective of data communication and networking and research challenges faced by the industry and research and development laboratories. Featuring coverage on a broad range of topics such as routing protocols, network visualization, and corporate social responsibility, this book is geared towards executives, managers, academicians, researchers, and students.

DIGITAL BUSINESS

IN THE DIGITAL AGE

BoD – Books on Demand This book provides a holistic picture of the digital age as it emerges in the 2010s. On the background of business analysis concepts from firm to megatrends and all business sectors of the World, the digital age of information systems and digital drivers are thoroughly laid out.

DIGITAL BUSINESS PLAN: HOW TO START A BUSINESS PLAN

BookRix A lot of you may wonder what digital business is. How it works, when and where to start a digital business plan. Guess what? All these questions will be answered in this book and we will be providing you a digital business plan template that may serve as a guide before starting your digital business. This ebook is just a guide to learn how to start a digital business, if in any case that you need some advice from someone who is more knowledgeable about this topic, please consider seeking some advice from an expert in the digital business world.

DIGITAL @ SCALE

THE PLAYBOOK YOU NEED TO TRANSFORM YOUR COMPANY

John Wiley & Sons A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

TRUST, PRIVACY, AND SECURITY IN DIGITAL BUSINESS

11TH INTERNATIONAL CONFERENCE, TRUSTBUS 2014, MUNICH, GERMANY, SEPTEMBER 2-3, 2014. PROCEEDINGS

Springer This book constitutes the refereed proceedings of the 11th International Conference on Trust and Privacy in Digital Business, TrustBus 2014, held in Munich, Germany, in September 2014 in conjunction with DEXA 2014. The 16 revised full papers presented were carefully reviewed and selected from numerous submissions. The papers are organized in the following topical sections: trust management; trust metrics and evaluation models; privacy and trust in cloud computing; security management; and security, trust, and privacy in mobile and pervasive environments.

HANDBOOK ON DIGITAL BUSINESS ECOSYSTEMS

STRATEGIES, PLATFORMS, TECHNOLOGIES, GOVERNANCE AND SOCIETAL CHALLENGES

Edward Elgar Publishing This timely Handbook on Digital Business Ecosystems provides a comprehensive overview of current research and industrial applications as well as suggestions for future developments. Multi-disciplinary in scope, the Handbook includes rigorously researched contributions from over 80 global expert authors from a variety of areas including administration and management, economics, computer science, industrial engineering, and media and communication.

DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

Pearson UK

INFOWORLD

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

ENTERPRISE ARCHITECTURE FOR DIGITAL BUSINESS

INTEGRATED TRANSFORMATION STRATEGIES

CRC Press Enterprise Architecture (EA) is an essential part of the fabric of a business; however, EA also transcends and transforms technology and moves it into the business space. Therefore, EA needs to be discussed in an integrated, holistic, and comprehensive manner. Only such an integrated approach to EA can provide the foundation for a transformation that readies the business for the myriad enterprise-wide challenges it will face. Highly disruptive technologies such as Big Data, Machine Learning, and Mobile and Cloud Computing require a fine balance between their business and technical aspects as an organization moves forward with its digital transformation. This book focuses on preparing all organizations – large and small – and those wishing to move into them for the impact of leveraging these emerging, disruptive, and innovative technologies within the EA framework.

THE BUSINESS OF DIGITAL PUBLISHING

AN INTRODUCTION TO THE DIGITAL BOOK AND JOURNAL INDUSTRIES

Routledge Thoroughly revised and updated throughout, the second edition of The Business of Digital Publishing provides an essential introduction to the development of digital products in the book and journal industries today. Offering a fundamental overview of the main technological developments that have influenced the growth of digital publishing, the author introduces students to the key terms and concepts that make digital publishing possible. The four key publishing sectors (professional reference, academic, education and trade) are explored in detail, providing students with the technical literacy to understand digital developments and examine the growth of new business models. In this edition, sections have been updated to address the growth of audiobooks, reading apps, metadata, and open access, while original case studies address key issues such as digital-first publishing, EPUB, social media and crowdsourcing. Also covered are the key issues and debates that face the industry as a whole, such as pricing and copyright, and their impact on the industry is explored through relevant case studies. Taken together, the chapters examine the challenges of digital publishing and explore the opportunities it provides to develop new and diverse audiences. The Business of Digital Publishing remains an invaluable resource for any publishing student looking for a starting point from which to explore the world of digital publishing.

INFOWORLD

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

DIGITAL BUSINESS MODELS

DRIVING TRANSFORMATION AND INNOVATION

Springer This innovative edited collection explores digital business models (DBMs) in theory and practice to contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range of contexts and forms, which can be integrated in a number of ways, and aims to inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business model innovations (DBMI), the authors discuss the opportunities, challenges, technologies, implementation and value creation, customer and data protection processes of DBMs in different contexts.

THE SEVEN PRINCIPLES OF DIGITAL BUSINESS STRATEGY

Business Expert Press If we are creating most of our competitive advantage at the strategic planning stage, why are we spending so little time on this and so much time on technology? This book is not about why you should digitally transform and become more strategic; it's about how. It lays out the steps that must be taken, the data that should be used, and the decision tree to be followed. Following the principles laid out in this book allows organizational leaders, marketers, and technologists to talk at a high strategic level without getting bogged down in the tactics and delivery that consumes most of the time, attention, and activity in the modern workplace. Use the seven principles of digital business strategy to define the direction of travel for your business in today's digital economy.

DIGITAL BUSINESS AND ELECTRONIC COMMERCE

STRATEGY, BUSINESS MODELS AND TECHNOLOGY

Springer Nature This textbook introduces readers to digital business from a management standpoint. It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as artificial intelligence. The book then turns to digital business models in the B2C (business-to-consumer) and B2B (business-to-business) sectors. Building on the business model concepts, the book addresses digital business strategy, discussing the strategic digital business environment and digital business value activity systems (dVASs), as well as strategy development in the context of digital business. Special chapters explore the implications of strategy for digital marketing and digital procurement. Lastly, the book discusses the fundamentals of digital business technologies and security, and provides an outline of digital business implementation. A comprehensive case study on Google/Alphabet, explaining Google's organizational history, its integrated business model and its market environment, rounds out the book.

DIGITAL BUSINESS MODELS

CONCEPTS, MODELS, AND THE ALPHABET CASE STUDY

Springer The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

DIGITAL BUSINESS ANALYSIS

Springer This book frames business analysis in the context of digital technologies. It introduces modern business analysis techniques, including a selection of those in the Business Analysis Body of Knowledge (BABOK) by the International Institute of Business Analysis (IIBA), and exemplifies them by means of digital technologies applied to solve problems or exploit new business opportunities. It also includes in-depth case studies in which business problems and opportunities, drawn from real-world scenarios, are mapped to digital solutions. The work is summarized in seven guiding principles that should be followed by every business analyst. This book is intended mainly for students in business informatics and related areas, and for professionals who want to acquire a solid background for their daily work. It is suitable both for courses and for self-study. Additional teaching materials such as lecture videos, slides, question bank, exams, and seminar materials are accessible on the companion web-page.

THE DEFINITIVE GUIDE TO A DIGITAL BUSINESS STRATEGY

GET YOUR BUSINESS OFF THE GROUND, DISRUPT A BIG DIGITAL MARKET

The Definitive Guide to a Digital Business Strategy, IDBS Limited Edition, registered 100 downloads and is a book of practical and effective business knowledge. Inspired by digital entrepreneurship, this book equips you with an understanding of what digital business strategy is, how it works, and how it can enhance your business and the industry in which you operate. You learn the fundamentals of strategy in the era of disruption and how this technology will revolutionize transactions and business networks. Discover the important difference between digital strategy and digital business strategy (DBS) and what DBS makes it an ideal solution for streamlining business models and ecosystems.You will also apply modern day strategy team formulation, innovative project design to help advance you successfully. The DBS model framework plays an instrumental role in developing successful traction in the age of digital business. Your future and the future of your business depends on the knowledge in this book, use the arsenal to disrupt a big market, get rich.

DIGITAL BUSINESS IN AFRICA

SOCIAL MEDIA AND RELATED TECHNOLOGIES

Springer Nature This edited volume seeks to examine how enterprises in Africa can utilize digital technologies and innovations in creating value for their customers and clients in order to increase effectiveness and efficiency. Through social media, businesses are increasingly reaching and engaging their customers in several ways and so enterprises in Africa must harness the opportunities in the digital space if they want to remain competitive, earn profit, and meet their customers' needs. Accordingly, this book looks at how digital technologies are helping shape the financial, educational, and advertising sectors in Africa. As digital technologies raise challenges, the chapters that follow will discuss ethical and social practical frameworks to effective digital business in Africa. This volume promises to fore both theoretical underpinnings, and practical implementations of digital technologies in the African business context.