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XEN21L - AYERS SLADE

A former star of the M*A*S*H* TV show, who later became a successful entrepreneur, offers stories and insights into excelling at a variety of business ventures.

GDP is much more than a simple statistic. It has become the overarching benchmark of success and a powerful ordering principle at the heart of the global economy. But the convergence of major economic, social and environmental crises has exposed the flaws of our economic system which values GDP above all else as a measure of prosperity and growth. In this provocative and inspiring new book, political economist Lorenzo Fioramonti sets out his vision of a world after GDP. Focusing on pioneering research on alternative metrics of progress, governance innovation and institutional change, he makes a compelling case for the profound

and positive transformations that could be achieved through a post-GDP system of development. From a new role for small business, households and civil society to a radical evolution of democracy and international relations, Fioramonti sets out a combination of top-down reforms and bottom-up pressures whose impact, he argues, would be unprecedented, making it possible to build a more equitable, sustainable and happy society.

How do we explain the globalized musical world in which we find ourselves in the early 21st century and how did we arrive here? This extraordinary book outlines an understanding of the human musical story as an intercultural—and ultimately a transcultural—one, with travel and trade as the primary conditions and catalysts for the ongoing development of musical styles. Starting with the cultural and civilizational precedents that gave rise to

the first global trading and travel network in both directions across the Afro-Eurasian Old World Web in the form of the Silk Road, the book proceeds to the rise of al-Andalus and its influence on Europe through the Iberian peninsula before considering the fusion of European, African and indigenous musics that emerged in the Americas between c1500-1920 as part of Atlantic culture and the New World Web, as well as the concurrent acceleration of globalism in music through European empires and exoticism. The book concludes by examining the musical implications of our current Age of Instantaneous Exchange that technology permits, and by revisiting the question of interculturality and transculturality in music.

Gold Medal Winner, Business Fable, 2012 Axiom Business Book Awards A personal leadership fable on applying principles of Zen to work & life choices. The Shibumi Strategy is a little book about a big breakthrough. It tells the story of a hardworking family man who finds himself in crisis when his company closes. Through his struggle, and guidance from unlikely sources, he learns subtle lessons in the form of "personal zen" principles, coming to understand that it is often the involuntary challenge, the setbacks, that harbor the power to transform. When approached as an opportunity — no easy task when simple survival is the first order of business—unforeseen trials can sometimes result in an altogether new lease on life. Shows how "personal leadership" can lead to real (and not always easy) breakthroughs Includes key lessons on commitment, preparation, struggle, breakthrough, and transformation Is based on Shibumi, a Japanese word without literal definition that describes the height of personal excellence, elegant performance, and effortless effectiveness. For those struggling with

personal breakthroughs, The Shubimi Strategy offers a new way to face work and life challenges for balanced solutions.

This Handbook brings together scholars from around the world in addressing the global significance of, controversies over and alternatives to intellectual property (IP) today. It brings together over fifty of the leading authors in this field across the spectrum of academic disciplines, from law, economics, geography, sociology, politics and anthropology. This volume addresses the full spectrum of IP issues including copyright, patent, trademarks and trade secrets, as well as parallel rights and novel applications. In addition to addressing the role of IP in an increasingly information based and globalized economy and culture, it also challenges the utility and viability of IP today and addresses a range of alternative futures.

In their bestseller Wikinomics, Don Tapscott and Anthony Williams showed the world how mass collaboration was changing the way businesses communicate, create value, and compete in the new global marketplace. This sequel shows that in more than a dozen fields—from finance to health care, science to education, the media to the environment—we have reached a historic turning point. Collaborative innovation is revolutionizing not only the way we work, but how we live, learn, create, govern, and care for one another. The wiki revolutions of the Arab Spring were only one example of how rebuilding civilization was not only possible but necessary. With vivid examples from diverse sectors, Macrowikinomics is a handbook for people everywhere seeking a transformation of industry and institutions by embracing a new set of guiding principles, including openness and interdepen-

dence. Tapscott and Williams argue that this new communications medium, like the printing press before it, is enabling nothing less than the birth of a new civilization.

A simple, powerful idea that's reinventing the way smart, adaptive companies do business. Most businesses follow the same basic formula: create a product or service, sell it, and collect money. What Lisa Gansky calls "Mesh" businesses throw this model out the window. Instead, these companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. The Mesh gives companies a better understanding of what customers really want. Already, hundreds of successful Mesh companies are redefining how we interact with the people, goods, and services in our lives. These businesses are easier to start and spreading like wildfire, from bike sharing and home exchanges to peer-to-peer lending, energy cooperatives, and open source design. Consider:

- ZipCar profits from streamlined car sharing
- Kickstarter connects artists with funding from enthusiastic supporters
- Music Gym makes finding a recording studio as easy as joining a gym

The Mesh reveals the next wave of information-enabled commerce, showing readers how to plug in and profit.

This book's authoritative blend of theory and practice makes it a matchless resource for everyone in the archives and records management field.

The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, each writ-

ten by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be the first place you look.

The two volumes IFIP AICT 414 and 415 constitute the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2013, held in University Park, PA, USA, in September 2013. The 133 revised full papers were carefully reviewed and selected for inclusion in the two volumes. They are organized in 4 parts: sustainable production, sustainable supply chains, sustainable services, and ICT and emerging technologies.

A game-changing approach to management Too often discussions of management practice focus exclusively on managing people and organizational issues. Rarely, however, do they incorporate a discussion about technology or address all three dimensions in a balanced way. When they do, the result is game chang-

ing. In our hypercompetitive environment, those managers who are outstanding at being plugged into their people, technology, and organizational processes simultaneously excel at coming up with effective business solutions. The Plugged-In Manager makes the case that being plugged-in—the ability to see choices across each of an organization's dimensions of people, technology, and organizational processes and then to mix them together into new and powerful organizational strategies, structures, and practices—may be the most important capability a manager can develop to succeed in the 21st century. Step by step Griffith shows you how to acquire this ability. Shows what it takes for business managers to succeed as technology and organizations become more and more complex Profiles exceptional leaders and organizations who are plugged-in, such as Tony Hsieh, CEO of Zappos.-com Offers a fresh look at management issues Filled with compelling case studies and drawing on first-hand interviews, The Plugged-In Manager highlights this often neglected managerial capability and the costs of only focusing on one dimension rather than all three.

Entrepreneurship is now unanimously considered a major engine for socio-economic development, mainly because it creates jobs and innovation. Governments around the world pay special attention to removing entrepreneurial barriers in order to support development via different policies, especially entrepreneurial finance. Developing, emerging and transition economies (DETEs) significantly differ from industrialized countries because of their specific conditions: institutions, infrastructure facilities, and bureaucratic procedures within the administrative system. Thus, firms and their entrepreneurs in and from DETEs may behave

differently, particularly in terms of their financial strategies. Therefore, contextualizing is critical to better understand the relationship between entrepreneurial finance, innovation, and development in DETEs. This book provides a systematic and profound understanding of how finance, entrepreneurship, innovation, and their interactions contribute to economic development in DETEs, which cover a large number of countries in Asia, Central and Eastern Europe, Latin America, and Africa. The book mainly includes empirical studies and is divided into four parts. Part A includes four chapters which adopt a multinational approach to examine different sources and types of finance for entrepreneurship and small business in different groups of countries classified as DETEs. Part B also includes four chapters and focuses on entrepreneurial finance in specific countries belonging to the DETEs. Part C goes beyond the business scope of entrepreneurial finance and includes three chapters concerned with the relationship between finance, women's entrepreneurship, and poverty. Part D includes three chapters focusing on the comparison within developing countries as well as between developing and developed countries. This essential and comprehensive resource will find an audience amongst academics, students, educators, and practitioners, as well as policymakers and regulators.

This book contains the contributions presented at the 2nd international KES conference on Smart Education and Smart e-Learning, which took place in Sorrento, Italy, June 17-19, 2015. It contains a total of 45 peer-reviewed book chapters that are grouped into several parts: Part 1 - Smart Education, Part 2 - Smart Educational Technology, Part 3 - Smart e-Learning, Part 4 - Smart Profession-

al Training and Teachers' Education, and Part 5 – Smart Teaching and Training related Topics. This book can be a useful source of research data and valuable information for faculty, scholars, Ph.D. students, administrators, and practitioners - those who are interested in innovative areas of smart education and smart e-learning.

In *The Cost of Not Educating the World's Poor*, Lynn Ilon observes from her 30 years of travel and work in some 20 developing countries, how global instability, problems of environmental degradation, spread of global disease, migration and political instability are a cost of viewing the uneducated poor as separated from a networked of fast-growing global knowledge. This book shows how powerful global learning systems are rapidly forming and linking the rich world with the world of the poor and developing nations. Using a narrative voice interleaved with concise introductions to the underlying theories (economics, development, learning, technology and networks) it shows us how changing our ways of thinking can lead to new possibilities. *The Cost of Not Educating the World's Poor* is based on an emerging theory of development economics and the author's own vast experiences and stories. It also discusses, among other issues: International development and how it has evolved toward an emphasis on knowledge How networked human capital creates new potential for poorly resourced countries The formation of a global system of learning networks The digitization of knowledge How nations improve their well-being through knowledge and equity This inter-disciplinary assessment of international learning inequality and the methods to overcome it will appeal to researchers concerned with emerging concepts of global learning networks and

their effects on development. It will also be of interest to students and policymakers studying national inequality, economics, and global development.

The industrial-age corporation is crumbling. The new form of wealth creation is the business web, and the new basis of wealth is digital capital.

Ever heard of an internal entrepreneur? You might know the type. They're kind of employee who pushes mercilessly towards the trends of the future. Often looked at as a little bit outside the mainstream, more often than not the decisions this internal entrepreneur makes on behalf of an organization pay off in spades. So what makes an internal entrepreneur? How can you, as a non-profit, create a culture that rewards futuring, internal entrepreneurs and innovation and doesn't shut it down? The book *"The Future of Nonprofits: Thrive and Innovate in the Digital Age"* helps organizations do those very things. Better predicting future trends helps to reshape culture, creating the kind of environment ripe for positive growth in this fast changing world we work in today. Designed for nonprofit employees on all levels, the book will become a go to handbook for those interested in adapting in the modern world, not looking to be left behind. *The Future of Nonprofits* helps organizations capitalize on internal innovation. Innovative nonprofits are able to better predict future trends to remake and reshape their culture, structure, and staff to be a more nimble and lean. By applying the strategies laid out in this book, nonprofit professionals of all levels can prepare their organizations to take advantage of future trends and develop innovative "internal entrepreneurs" that will grow revenue and drive their mission. Provides nonprofits with a comprehensive playbook on

how to create a new, more flexible, innovative organization Provides nonprofits a look at the future of fundraising and communications trends into 2016 Case studies highlight successes and failures Highlights the power and strength of Social Media Highlights how to hire, train, manage and inspire “internal entrepreneurial” employees Features actionable advice on creating an organization that is primed to grow and thrive in the immediate and long-term future This game-changing book reveals how every nonprofit can put technology, innovation and future trends to work to reach their mission and grow revenue.

Blockchain technology is powering our future. As the technology behind cryptocurrencies like bitcoin and Facebook's Libra, open software platforms like Ethereum, and disruptive companies like Ripple, it's too important to ignore. In this revelatory book, Don Tapscott, the bestselling author of Wikinomics, and his son, blockchain expert Alex Tapscott, bring us a brilliantly researched, highly readable, and essential book about the technology driving the future of the economy. Blockchain is the ingeniously simple, revolutionary protocol that allows transactions to be simultaneously anonymous and secure by maintaining a tamperproof public ledger of value. Though it's best known as the technology that drives bitcoin and other digital currencies, it also has the potential to go far beyond currency, to record virtually everything of value to humankind, from birth and death certificates to insurance claims, land titles, and even votes. Blockchain is also essential to understand if you're an artist who wants to make a living off your art, a consumer who wants to know where that hamburger meat really came from, an immigrant who's tired of paying big

fees to send money home to your loved ones, or an entrepreneur looking for a new platform to build a business. And those examples are barely the tip of the iceberg. As with major paradigm shifts that preceded it, blockchain technology will create winners and losers. This book shines a light on where it can lead us in the next decade and beyond.

The acclaimed bestseller that's teaching the world about the power of mass collaboration. Translated into more than twenty languages and named one of the best business books of the year by reviewers around the world, Wikinomics has become essential reading for business people everywhere. It explains how mass collaboration is happening not just at Web sites like Wikipedia and YouTube, but at traditional companies that have embraced technology to breathe new life into their enterprises. This national bestseller reveals the nuances that drive wikinomics, and share fascinating stories of how masses of people (both paid and volunteer) are now creating TV news stories, sequencing the human genome, remixing their favorite music, designing software, finding cures for diseases, editing school texts, inventing new cosmetics, and even building motorcycles.

Outlines a persuasive argument for technology's capacity for improving natural cognitive abilities, explaining how the strengths of technology and the brain can be combined to improve thinking power.

The Fourth Revolution is one of the few major transformations of Humankind. Long distance interconnectivity will transform the world like Speech, Writing and Broadcasting did in the previous Fundamental Revolutions. If you want to understand today's world transformation, where our society is going, and what it

takes to be successful and thrive through the Fourth Revolution, this book is for you!

The CEO of highly respected global consultancy Proudfoot shares her secrets to achieve your leadership license to operate and create businesses fit for people. *Manage to Engage: How Great Managers Create Remarkable Results* provides leaders with a practical, business-proven approach for building stronger organizational ecosystems that achieve exceptional results and long-term prosperity. Packed with innovative tools and exercises that can be immediately applied in any management setting, in-person or virtually, this invaluable guide shows you how to create a movement of energized and enabled people who are truly engaged in their work. Author Pamela Hackett has advised, led, and supported people through major change for some of the world's most prominent companies and brands throughout her 35 years in management consulting. In this must-read book, Pamela shares with you the one factor that underpins all performance improvement and transformation goals - be they operational, financial, cultural, or ultimately driven by your customer. It is to have a fully engaged workforce. She shares her passionate commitment to "people solutions" in business and operations improvement by teaching you how to place engagement at the center of both your leadership and your entire organization. Designed to infuse engagement into every part of your day-to-day role, this vital resource will help you: Raise your head from your technology, connect with people, and build strong relationships by following simple yet powerful concepts like the "HeadsUP High 5" Leverage active management and other behavior models to change the way your

teams work with you, and motivate them strive for 'best possible' instead of 'best practice' Use the innovative "1.5.30 Connect" performance improvement framework to bring about measurable and meaningful change through engagement and replace your outdated annual performance review system Recognize and rapidly adapt to the post-COVID world of work where more people are working remotely— and connectivity and engagement is more crucial than ever before *Manage to Engage: How Great Managers Create Remarkable Results* should be required reading for anyone wanting to create great relationships at work, be genuinely connected to people, and power-up engagement levels to new highs.

A fundamental shift is underway that will change how we conceive of value. In an era of increasing interconnectedness, individuals, as opposed to institutions, stand at the center of value creation. To adapt to this tectonic shift, organizations can no longer unilaterally devise products and services. They must engage stakeholders—from customers and employees to suppliers, partners, and citizens at large—as co-creators. Co-creation guru Venkat Ramaswamy and Kerimcan Ozcan call for enterprises to be mindful of lived experiences, to build engagement platforms and management systems that are designed for creative collaboration, and to develop "win more-win more" strategies that enhance our wealth, welfare, and, well-being. Richly illustrated with examples of co-creation in action, *The Co-Creation Paradigm* provides a blueprint for the co-creative enterprise, economy, and society, while presenting a conceptual framework that will guide organizations across sectors in adopting this transformational approach. Challenging some of our most deeply held ideas about

business and value, this book outlines the future of "business as usual."

This is the first time in American history that we have had four different generations working side-by-side in the workplace: the Traditionalists (born before 1945), the Baby Boomers (born 1945-1964), Gen X (born 1965-1980), and the Millennials (born 1981-2001). Haydn Shaw, popular business speaker and generational expert, has identified 12 places where the 4 generations typically come apart in the workplace (and in life as well). These sticking points revolve around differing attitudes toward managing one's own time, texting, social media, organizational structure, and of course, clothing preferences. If we don't learn to work together and stick together around these 12 sticking points, then we'll be wasting a lot of time fighting each other instead of enjoying a friendly and productive team. Sticking Points is a must-read book that will help you understand the generational differences you encounter while teaching how we can learn to speak one another's language and get better results together. The COVID-19 pandemic has taken precious lives and devastated the global economy. It has also revealed chinks in our supply chains. Not only have manufacturers found themselves scrambling unsuccessfully to find new suppliers when their Asian sources shut down, but the Western world has experienced across-the-board shortages of essential consumer packaged goods for the first time in decades. Blockchain technology has the potential to minimize these kinds of pandemic disruptions. In this book, some of the world's top experts show how blockchain--in combination with other innovations such as additive manufacturing, artificial intelligence, and the Internet of Things--can address

longstanding problems that make the business of getting goods to customers so slow and expensive, especially in crises. Today's supply chains are complex, as they move resources through trucks, planes, boats, and trains. Too many parties rely on a hodgepodge of documents and intermediaries to do business, which make the whereabouts and custody of goods unclear. That's why, in a pandemic, uninformed consumers might reasonably believe that toilet paper won't be available for many months. Enter blockchain--the Internet of Value. For the first time in human history, individuals and organizations can manage and trade their assets digitally peer to peer. In doing so, they will reinvent global commerce and how we exchange value. This will transform the best practices of operations, logistics, procurement and purchasing, transportation, customs and border control, trade finance and insurance, manufacturing, and inventory management. Global supply chains are ripe for disruption at every level and in every role. Supply Chain Revolution identifies what leaders should be doing now to prepare their organizations for the inevitable decentralized future. Enterprise executives and entrepreneurs alike will find ideas and opportunities to discuss with their stakeholders and decide how best to participate in the blockchain revolution.

A must-read leadership guide for CIOs and executives whose careers depend on creating value and growth through continuous innovation. Innovation is the hot topic. Everyone's talking about it, but there seems to be a lot of misperceptions about getting it done. Innovating for Growth and Value is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide

to innovation presents repeatable processes, detailed methodologies, and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides actionable programs for developing and successfully executing profitable and repeatable innovation strategies. Focuses on specific critical areas where innovation is imperative Features real-world stories and revealing anecdotes Presents interviews from international companies such as Netflix, IBM, Cisco, Boeing, Facebook, Intel, Microsoft, McKesson, Flextronics, and more Without innovation, your company cannot compete and cannot survive. So the real question isn't whether to innovate or not. The real question is how to innovate and make innovation strategies work in the modern enterprise. Thoughtfully written and carefully researched, *Innovating for Growth and Value* grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.

Learn the unique leadership strategies of the effective, essential CIO *Beyond the Cloud* provides a blueprint for leadership in an era of high volatility, rapid transformation, and amazing growth. An effective CIO is essential to the successful navigation of turbulent and uncertain times, and this insightful guide gives you the actionable framework you need to execute the leadership strategies that work. Focused on the major factors that are critical to modern global enterprise, this book delves into communication, collaboration, relationships, technology, innovation, talent management, and more to provide well-rounded guidance toward principled leadership. Simple, straightforward language explains the basics of each area, and is expanded upon by real-world stories and revealing anecdotes gathered from the author's exclusive in-

terviews with visionary thought leaders from major organizations worldwide. You get perspective from the top on established and emerging leadership strategies, helping you put these ideas to work right away. CIOs are perfectly positioned to provide the leadership required to stay ahead of the competition in complex, rapidly shifting markets. They break down walls, align resources, and facilitate collaboration to drive business value and spur growth amidst an atmosphere of hyper-competition. This guide is your practical handbook for becoming the leader that you need to be. Establish trust and cooperation across the enterprise Recruit and retain the top talent in your field Leverage new technology for continuous business growth Inspire loyalty and optimal performance from everyone on the team The CIO has never been more crucial to the enterprise than right now. With clear guidance toward the unique leadership skills the role requires, *Beyond the Cloud* is the foundational executive guide for transformational leaders in the new business era.

The first era of the digital age spanned mainframes, minicomputers, the personal computer, the Internet, the World Wide Web, social media, mobility, the cloud, and big data. We're now entering a second era where digital technologies permeate everything. Such inventions as machine learning, robotics, drones, software robots or "bots," process automation, and additive manufacturing are accelerating new types of platforms on which to build digital engines of the global economy. This second era has weighty implications for enterprise strategy and architecture. New business models will disrupt most industries and provide platforms for innovation for decades to come. This book looks at blockchain technologies as foundational to the governance and widespread adop-

tion of these innovations--digital identities, data analytics, artificial intelligence, the Internet of Things, autonomous vehicles, distributed energy infrastructure, and quantum computing. Every organization can finally become a truly digital entity if its leaders are prepared. This book is designed to prepare them for the waves of creative destruction ahead.

In *Small Business and the City*, Rafael Gomez, Andre Isakov, and Matt Semansky highlight the power of small-scale entrepreneurship to transform local neighbourhoods and the cities they inhabit. Studying the factors which enable small businesses to survive and thrive, they highlight the success of a Canadian concept which has spread worldwide: the Business Improvement Area (BIA). BIAs allow small-scale entrepreneurs to pool their resources with like-minded businesses, becoming sources of urban rejuvenation, magnets for human talent, and incubators for local innovation in cities around the globe. *Small Business and the City* also analyses the policies necessary to support this urban vitality, describing how cities can encourage and support locally owned independent businesses. An inspiring account of the dynamism of urban life, *Small Business and the City* introduces a new "main street agenda" for the twenty-first century city.

This book represents the emerging efforts of a growing international network of researchers and practitioners to promote the development and uptake of evidence-based pedagogies in higher education, at something a level approaching large-scale impact. By offering a communication venue that attracts and enhances much needed partnerships among practitioners and researchers in pedagogical innovation, we aim to change the conversation

and focus on how we work and learn together - i.e. extending the implementation and knowledge of co-design methods. In this first edition of our Research Topic on Active Learning, we highlight two (of the three) types of publications we wish to promote. First are studies aimed at understanding the pedagogical designs developed by practitioners in their own practices by bringing to bear the theoretical lenses developed and tested in the education research community. These types of studies constitute the "practice pull" that we see as a necessary counterbalance to "knowledge push" in a more productive pedagogical innovation ecosystem based on research-practitioner partnerships. Second are studies empirically examining the implementations of evidence-based designs in naturalistic settings and under naturalistic conditions. Interestingly, the teams conducting these studies are already exemplars of partnerships between researchers and practitioners who are uniquely positioned as "in-betweens" straddling the two worlds. As a result, these publications represent both the rigours of research and the pragmatism of reflective practice. In forthcoming editions, we will add to this collection a third type of publication -- design profiles. These will present practitioner-developed pedagogical designs at varying levels of abstraction to be held to scrutiny amongst practitioners, instructional designers and researchers alike. We hope by bringing these types of studies together in an open access format that we may contribute to the development of new forms of practitioner-researcher interactions that promote co-design in pedagogical innovation. Solve business problems, uncover new opportunities, and ignite innovation using the newest collaborative technologies The Collaborative Organization gives you a strategic approach to build-

ing, implementing, and using social and collaborative technologies—such as those created by Jive and Yammer—to create innovative products, solve business problems, and create new processes that will foster lasting success and growth. Jacob Morgan is the principal and cofounder of Chess Media Group, which helps organizations understand how to use social and collaborative tools to solve business problems.

Looks at how the Internet is affecting businesses, education, and government, touching on the twelve themes of the new economy and privacy issues

Neuro-robotics is one of the most multidisciplinary fields of the last decades, fusing information and knowledge from neuroscience, engineering and computer science. This book focuses on the results from the strategic alliance between Neuroscience and Robotics that help the scientific community to better understand the brain as well as design robotic devices and algorithms for interfacing humans and robots. The first part of the book introduces the idea of neuro-robotics, by presenting state-of-the-art bio-inspired devices. The second part of the book focuses on human-machine interfaces for performance augmentation, which can be seen as augmentation of abilities of healthy subjects or assistance in case of the mobility impaired. The third part of the book focuses on the inverse problem, i.e. how we can use robotic devices that physically interact with the human body, in order (a) to understand human motor control and (b) to provide therapy to neurologically impaired people or people with disabilities.

This collection considers the future of climate innovation after the Paris Agreement. It analyses the debate over intellectual property

and climate change in a range of forums - including the climate talks, the World Trade Organization, and the World Intellectual Property Organization, as well as multilateral institutions dealing with food, health, and biodiversity. The book investigates the critical role patent law plays in providing incentives for renewable energy and access to critical inventions for the greater public good, as well as plant breeders' rights and their impact upon food security and climate change. Also considered is how access to genetic resources raises questions about biodiversity and climate change. This collection also explores the significant impact of trademark law in terms of green trademarks, eco labels, and greenwashing. The key role played by copyright law in respect of access to environmental information is also considered. The book also looks at deadlocks in the debate over intellectual property and climate change, and provides theoretical, policy, and practical solutions to overcome such impasses.

This book is the first of two volumes presenting a business model to add value through Procurement. Including several case studies of successful implementation, it demonstrates how the increasing complexity of the business environment requires a significant intervention on the management of processes and information within individual organizations and through inter-company relations. Agile Procurement presents the application of the Agile method which optimises and digitizes processes in order to reduce wastage and defects. As a method, tool and a culture aimed at effectiveness, efficiency and economy of organisations, agile procurement requires a change of paradigm. This volume examines these areas of improvement and presents best practice in improving processes. Each chapter of the book presents and sub-

tantiates the costs and benefits of process improvement through agile procurement. This is seen as the integration of Lean Six Sigma and digitization.

SELECTED AS A 2008 BEST BUSINESS BOOK OF THE YEAR BY THE ECONOMIST *The Net Generation Has Arrived*. Are you ready for it? Chances are you know a person between the ages of 11 and 30. You've seen them doing five things at once: texting friends, downloading music, uploading videos, watching a movie on a two-inch screen, and doing who-knows-what on Facebook or MySpace. They're the first generation to have literally grown up digital--and they're part of a global cultural phenomenon that's here to stay. The bottom line is this: If you understand the Net Generation, you will understand the future. If you're a Baby Boomer or Gen-Xer: This is your field guide. A fascinating inside look at the Net Generation, *Grown Up Digital* is inspired by a \$4 million private research study. New York Times bestselling author Don Tapscott has surveyed more than 11,000 young people. Instead of a bunch of spoiled "screenagers" with short attention spans and zero social skills, he discovered a remarkably bright community which has developed revolutionary new ways of thinking, interacting, working, and socializing. *Grown Up Digital* reveals: How the brain of the Net Generation processes information Seven ways to attract and engage young talent in the workforce Seven guidelines for educators to tap the Net Gen potential Parenting 2.0: There's no place like the new home Citizen Net: How young people and the Internet are transforming democracy Today's young people are using technology in ways you could never imagine. Instead of passively watching television, the "Net Geners" are actively participating in the distribution of entertainment and infor-

mation. For the first time in history, youth are the authorities on something really important. And they're changing every aspect of our society--from the workplace to the marketplace, from the classroom to the living room, from the voting booth to the Oval Office. The Digital Age is here. The Net Generation has arrived. Meet the future.

Collecting data is easy for marketers. Figuring out what to do with it is hard. Technology has made it almost routine for companies to know exactly when, where, and how their customers shop, both online and off. As soon as someone pulls out a credit card—or even better, a membership rewards card—the data floodgates open. United Airlines knows if you think it's worth \$25 to check a suitcase. Verizon knows how often you call your mom. Hilton knows if you prefer a higher floor and a room away from the elevator. But after gathering and crunching all this customer data most companies have little or no idea how to use it. They either let it go to waste or abuse it with ill-considered, irrelevant, or even creepy marketing pitches. There's a much better option, as Bryan Pearson has discovered after twenty years of studying the hidden patterns of consumer behavior. It really is possible to turn customer information into customer intimacy—systematically, efficiently, and without invading anyone's privacy. And intimacy is the key to long-term loyalty, growth, and profits. As Pearson writes: Customers can only be acquired, churned, and reactivated so many times before they tire of your brand. There is a proven marketing equation in which customers willingly share information with you in the expectation of being better served and valued during future transactions. Capitalizing on that equation is our business responsibility. The Loyalty Leap will give you the

tools to persuade customers to share more information in their own best interests. And it will help you make sense of all that data to build strong customer relationships. It also shares compelling examples, including: How Shell increased sales while reducing its network of gas stations by giving its best customers incentives to buy from another location. How GameStop offers its PowerUp Rewards members access to such events as the Comic-Con convention. How McDonald's in Finland used location-based marketing to send special offers to customers near one of its locations, with a 40 percent response rate. How Caesars Entertainment uses data from its 40 million Total Rewards members to draw complete customer profiles, resulting in increased visits. Pearson believes this is one of the most exciting times in the history of marketing, and that loyalty marketing will be increasingly essential for years to come. His book will take you behind the curtain to show how the best companies are doing it.

PARADIGM SHIFT explores changes in the nature and role of information technology in business in the late 20th century. "This is an important book. Executives who ignore it do so at their own peril. The authors argue persuasively that the information age is entering a second era--one marked by decentralization, empowerment, and affordability. The consequences are both hopeful and far reaching".--Paul Allaire, Chairman and CEO, Xerox Corporation.

This collection bundles 2 of popular author Haydn Shaw's books together in one e-book, for a great value! Sticking Points This is the first time in American history that we have had four different generations working side-by-side in the workplace: the Traditional-

ists (born before 1945), the Baby Boomers (born 1945-1964), Gen X (born 1965-1980), and the Millennials (born 1981-2001). Haydn Shaw, popular business speaker and generational expert, has identified 12 places where the 4 generations typically come apart in the workplace (and in life as well). These sticking points revolve around differing attitudes toward managing one's own time, texting, social media, organizational structure, and of course, clothing preferences. If we don't learn to work together and stick together around these 12 sticking points, then we'll be wasting a lot of time fighting each other instead of enjoying a friendly and productive team. Sticking Points is a must-read book that will help you understand the generational differences you encounter while teaching how we can learn to speak one another's language and get better results together. Generational IQ Why is my daughter drifting from God? Why can't I explain my life choices to my parents? When will my son get a real job? Within the last several decades, the world has shifted dramatically. The cracks of this fundamental shift appear everywhere: in our economy, in our cultural debates, in our political landscape, and, most important, in our churches. The problem is we tend to overreact to these changes, fearing that Christianity is dying. We need better Generational IQ, so we can respond to the changes but not be terrified by them. We need a wise generational coach. Haydn Shaw is that generational expert, showing us the roots of this generational shift and how it affects every one of us. Each generation, whether it's the aging Boomers or the young Millennials, approaches God with a different set of questions and needs based on the times in which they grew up. Haydn walks you through these generational differences and paints a vision of hope for the fu-

ture.

Welcome to the world of the naked corporation. Transparency is revolutionizing every aspect of our economy and its industries and forcing firms to rethink their fundamental values. We are in an extraordinary age where businesses must make themselves clearly visible to shareholders, customers, employees, partners, and society. Financial data, employee grievances, internal memos, environmental disasters, product weaknesses, international protests, scandals and policies, good news and bad; all can be seen by anyone who knows where to look. Don Tapscott, best-selling author and one of the most sought after strategists and speakers in the business world, is famous for seeing into the future and pointing out both its forest and its trees. David Ticoll, visionary researcher, columnist, and consultant, has identified countless breakthrough trends at the intersection of technology and business strategy. These two longtime collaborators now offer a brilliant guide to the new age of openness. In *The Naked Corporation*, they explain how the new transparency has caused a power shift toward customers, employees, shareholders, and other stakeholders; how and where information has exploded; and how corporations across many industries have seized on transparency not as a challenge but as an opportunity. Drawing on such examples as Shell Oil's reinvention of itself as an environmentally focused business, to Johnson & Johnson's longstanding and carefully nurtured reputation as a company worthy of trust—as well as little-known examples from pharmaceuticals, insurance, high technology, and financial services—Tapscott and Ticoll offer invaluable advice on how to lead the new age, rather than simply react to it. *The Naked Corporation* is a book for man-

agers, employees, investors, customers, and anyone who cares about the future of the corporation and society.

The first book to help organizations understand and harness the extraordinary workplace learning potential of social media. Co-written by the CEO of the world's largest workplace learning organization and a consultant and writer with extensive experience on the forefront of workplace learning technology. Features case studies showing how organizations around the world have transformed their businesses through social media. Most business books on social media have focused on using it as a marketing tool. Many employers see it as simply a workplace distraction. But social media has the potential to revolutionize workplace learning. People have always learned best from one another -- social media enables this to happen unrestricted by physical location and in extraordinarily creative ways. *The New Social Learning* is the most authoritative guide available to leveraging these powerful new technologies. Tony Bingham and Marcia Conner explain why social media is the ideal solution to some of the most pressing educational challenges organizations face today, such as a widely dispersed workforce and striking differences in learning styles, particularly across generations. They definitively answer common objections to using social media as a training tool and show how to win over even the most resistant employees. Then, using examples from a wide range of organizations -- including Deloitte, IBM, TELUS, and others -- Bingham and Conner help readers sort through the dizzying array of technological options available and decide when and how to use each one to achieve key strategic goals. Social media technologies -- everything from 140-character "microsharing" messages to media-rich online communities to complete virtual

environments and more -- enable people to connect, collaborate, and innovate on levels never before dreamed of. They make learning dramatically more dynamic, stimulating, enjoyable, and effective. This greatly anticipated book helps organizations create a contemporary learning strategy that is as timely as it is transformative.