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Macrowikinomics New

Solutions For A Connected

Planet  
Macrowikinomics New

Solutions For A

Connected Planet

*In Small Business and the  
City, Rafael Gomez, Andre*

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Planet

*Isakov, and Matt Semansky  
highlight the power of  
small-scale  
entrepreneurship to  
transform local  
neighbourhoods and the  
cities they inhabit.*

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Planet

*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*

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*(BIA). BIAs allow small-scale entrepreneurs to pool their resources with like-minded businesses, becoming sources of urban rejuvenation, magnets for human talent, and*

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Planet

*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*

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*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*

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Solutions For A Connected  
Planet

*“main street agenda” for  
the twenty-first century  
city.*

*PARADIGM SHIFT explores  
changes in the nature and  
role of information  
technology in business in*

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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

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Planet  
entering a second era--one  
marked by

*decentralization,*

*empowerment, and*

*affordability. The*

*consequences are both*

*hopeful and far*

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Solutions For A Connected  
Planet

*reaching".--Paul Allaire,  
Chairman and CEO, Xerox  
Corporation.*

*Written in accessible and  
easy-to-understand  
language, and filled with  
real-world stories and*

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*illustrative anecdotes,  
this important guide  
offers an actionable  
blueprint for executing  
the leadership strategies  
that have proven to work  
in thriving organizations.*

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Macrowikinomics New  
Solutions For A Connected  
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*A must-read leadership  
guide for CIOs and  
executives whose careers  
depend on creating value  
and growth through  
continuous innovation*

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Solutions For A Connected  
Planet

*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*

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Solutions For A Connected  
Planet

*Value is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide to innovation presents repeatable processes, detailed methodologies,*

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Planet

*and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides actionable programs for developing and*

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Solutions For A Connected  
Planet

*successfully executing  
profitable and repeatable  
innovation strategies.*

*Focuses on specific  
critical areas where  
innovation is imperative*

*Features real-world*

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*stories and revealing  
anecdotes Presents  
interviews from  
international companies  
such as Netflix, IBM,  
Cisco, Boeing, Facebook,  
Intel, Microsoft,*

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*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*

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Planet  
question is how to

innovate and make

innovation strategies work

in the modern enterprise.

Thoughtfully written and

carefully researched,

Innovating for Growth and

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*Value grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.*

*Volume I: Adding Value*

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*with Lean Processes*

*Planet*

*Agile Procurement*

*A Research Companion*

*Manage to Engage*

*How Mass Collaboration*

*Changes Everything*

*Advances in Production*

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Management Systems.

Planet

*Sustainable Production and*

*Service Supply Chains*

*Intellectual Property and*

*Clean Energy*

*Active Learning:*

*Theoretical Perspectives,*

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Planet

*Empirical Studies and  
Design Profiles*

*When Robin Chase cofounded  
Zipcar, she not only  
started a business but  
established the foundation  
for one of the most*

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Planet

*important economic and social ideas of our time: the collaborative economy. With this important book, she broadens our thinking about the ways in which the economy is being*

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*transformed and shows how  
the Peers Inc model is  
changing the very nature  
of capitalism. When the  
best of people power is  
combined with the best of  
corporate power to form*

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Planet

*“Peers Inc” organizations,  
a potent creative force is  
released. The “Inc” in  
these collaborations  
delivers the industrial  
strengths of significant  
scale and resources, and*

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*the “Peers” bring together  
the individual strengths  
of localization,  
specialization, and  
customization, unlocking  
the power of the  
collaborative economy.*

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*When excess capacity is  
harnessed by the platform  
and diverse peers  
participate, a completely  
new dynamic is unleashed.  
In Peers Inc, Robin Chase  
brings her provocative*

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Solutions For A Connected

*insights to work,*

*Planet*  
*business, the economy, and*  
*the environment, showing:*

- How focusing on excess capacity transforms the economics of what's possible and delivers*

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Solutions For A Connected  
Planet

*abundance to all •How the  
new collaboration between  
the Inc and the Peers  
enables companies to grow  
more quickly, learn  
faster, and deliver  
smarter products and*

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Macrowikinomics New

Solutions For A Connected  
Planet

*services •How leveraging  
the Peers Inc model can  
address climate change  
with the necessary speed  
and scale •How the Peers  
Inc model can help legacy  
companies overcome their*

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Solutions For A Connected  
Planet

*shortening life cycle by  
inviting innovation and  
evolution • Why power  
parity between the Peers  
and the Inc is a  
prerequisite for long-term  
success • How platforms can*

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*be built within the  
existing financial system  
or outside of it •What  
government can do to  
enhance economic  
possibility and protect  
people working in this new*

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Solutions For A Connected  
Planet

*decentralized world Chase  
casts a wide net,  
illuminating the potential  
of the Peers Inc model to  
address broader issues  
such as climate change and  
income inequality, and*

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Solutions For A Connected  
Planet

*proves the impact that  
this innovative economic  
force can have on the most  
pressing issues of our  
time.*

*This book represents the  
emerging efforts of a*

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Planet

*growing international  
network of researchers and  
practitioners to promote  
the development and uptake  
of evidence-based  
pedagogies in higher  
education, at something a*

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Planet

*level approaching large-scale impact. By offering a communication venue that attracts and enhances much needed partnerships among practitioners and researchers in pedagogical*

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*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*

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*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*

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Planet

*aimed at understanding the  
pedagogical designs  
developed by practitioners  
in their own practices by  
bringing to bear the  
theoretical lenses  
developed and tested in*

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Solutions For A Connected  
Planet

*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*

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Planet

*productive pedagogical  
innovation ecosystem based  
on research-practitioner  
partnerships. Second are  
studies empirically  
examining the  
implementations of*

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*evidence-based designs in naturalistic settings and under naturalistic conditions. Interestingly, the teams conducting these studies are already exemplars of partnerships*

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Planet

*between researchers and practitioners who are uniquely positioned as “in-betweens” straddling the two worlds. As a result, these publications represent both the rigours*

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*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*

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*Planet*  
*will present practitioner-*  
*developed pedagogical*  
*designs at varying levels*  
*of abstraction to be held*  
*to scrutiny amongst*  
*practitioners,*  
*instructional designers*

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Planet

*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-*

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Solutions For A Connected  
Planet

*researcher interactions  
that promote co-design in  
pedagogical innovation.*

*In The Cost of Not  
Educating the World's  
Poor, Lynn Ilon observes  
from her 30 years of*

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Solutions For A Connected  
Planet

*travel and work in some 20  
developing countries, how  
global instability,  
problems of environmental  
degradation, spread of  
global disease, migration  
and political instability*

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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

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Planet

*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*

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Planet

*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*

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Macrowikinomics New

Solutions For A Connected,  
Planet

*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*

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*other issues:*

*International development  
and how it has evolved  
toward an emphasis on  
knowledge How networked  
human capital creates new  
potential for poorly*

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Planet

*resourced countries The  
formation of a global  
system of learning  
networks The digitization  
of knowledge How nations  
improve their well-being  
through knowledge and*

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Planet  
equity This inter-

disciplinary assessment of  
international learning  
inequality and the methods  
to overcome it will appeal  
to researchers concerned  
with emerging concepts of

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

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development.

*Neuro-robotics is one of the most multidisciplinary fields of the last decades, fusing information and knowledge from neuroscience,*

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*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*

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*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*

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*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*

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*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*

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*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*

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*Planet*  
*people or people with  
disabilities.*

*Smart Education and Smart  
e-Learning*

*How Great Managers Create  
Remarkable Results*

*Towards a Global Music*

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*History*

*Planet*

*Make Your Own Rules*

*The New Social Learning*

*Promise and Peril in the*

*Age of Networked*

*Intelligence*

*Technology and the Quest*

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*for Digital Wisdom*

*Planet*  
*Paradigm Shift*

**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*

*Page 66/274*

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Planet

*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*

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*Planet*  
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

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*Planet*  
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

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*Planet*  
*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*

*Page 70/274*

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*Planet*  
*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 Generations" are*

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Planet

*actively participating in the distribution of entertainment and information. 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*

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Solutions For A Connected

*Planet*  
*the living room, from the voting booth to the Oval Office. The Digital Age is here. The Net Generation has arrived. Meet the future.*

*GDP is much more than a simple statistic. It has become the overarching benchmark of success and a powerful ordering principle at*

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Solutions For A Connected Planet

*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*

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Planet

*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*

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*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,*

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*Planet*  
he argues, would be unprecedented, making it possible to build a more equitable, sustainable and happy society.

*This book contains the contributions presented at the 2nd international KES conference on Smart Education and Smart e-Learning, which took*

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Planet  
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 Professional Training and Teachers'

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*Education, and Part 5 - Smart  
Planet  
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*

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*smart education and smart e-learning.*

*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*

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*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*

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Planet

*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*

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*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.*

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Peers Inc

*The Digital Economy*

*The New Promise of Information  
Technology*

*Virtual Travel*

*Macrowikinomics*

*New Solutions for a Connected Planet*

*How to Transform and Lead in the*

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Age of Creativity, Innovation and  
Sustainability

*The Shibumi Strategy*

A fundamental shift is  
underway that will change  
how we conceive of value. In  
an era of increasing  
interconnectedness,

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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

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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

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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-

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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

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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

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"business as usual."

Planet

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

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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

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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

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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

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Planet  
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

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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.

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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.

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In their 2007 bestseller, Wikinomics, Don Tapscott and Anthony Williams taught the world how mass collaboration was changing the way businesses communicate, compete, and succeed in the new global marketplace. But

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much has changed in three years, and the principles of wikinomics are now more powerful than ever. In this new age of networked intelligence, businesses and communities are bypassing crumbling institutions. We

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are altering the way our financial institutions and governments operate; how we educate our children; and how the health-care, newspaper, and energy industries serve their customers. In every corner

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of the globe, businesses, organizations, and individuals alike are using mass collaboration to revolutionize not only the way we work, but how we live, learn, create, and care for each other. Once

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again backed by original research, Tapscott and Williams provide vivid new examples of organizations that are successfully embracing the principles of wikinomics.

Blockchain Revolution

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Planet  
Get in Tune with Your

People, Technology, and

Organization to Thrive

The new economics of

learning

How the Age of Transparency

Will Revolutionize Business

IFIP WG 5.7 International

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Planet  
Conference, APMS 2013, State

College, PA, USA, September

9-12, 2013, Proceedings,

Part II

Leading the Epic Revolution

Intercultural Convergence,

Fusion, and Transformation

in the Human Musical Story

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Planet  
The Cost of Not Educating  
the World's Poor

*The CEO of highly respected  
global consultancy Proudfoot  
shares her secrets to achieve  
your leadership license to  
operate and create*

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Solutions For A Connected  
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*businesses fit for people  
Manage to Engage: How  
Great Managers Create  
Remarkable Results provides  
leaders with a practical,  
business-proven approach  
for building stronger*

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*organizational ecosystems  
that achieve exceptional  
results and long-term  
prosperity. Packed with  
innovative tools and  
exercises that can be  
immediately applied in any*

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*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.*

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*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*

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Solutions For A Connected Planet

*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,*

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*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*

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Planet

*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*

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*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*

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*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'*

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*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*

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*Planet*  
*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*

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*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*

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Planet

*great relationships at work,  
be genuinely connected to  
people, and power-up  
engagement levels to new  
highs.*

*This book's authoritative  
blend of theory and practice*

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*Planet*  
*makes it a matchless*

*resource for everyone in the  
archives and records  
management field.*

*The first book to help  
organizations understand  
and harness the*

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*extraordinary workplace*

*learning potential of social*

*media Cowritten by the CEO*

*of the world's largest*

*workplace learning*

*organization and a*

*consultant and writer with*

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*extensive experience on the  
forefront of workplace  
learning technology Features  
case studies showing how  
organizations around the  
world have transformed their  
businesses through social*

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*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*

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*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*

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Planet  
*extraordinarily creative*

*ways. The New Social*

*Learning is the most*

*authoritative guide available*

*to leveraging these powerful*

*new technologies. Tony*

*Bingham and Marcia Conner*

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Planet

*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*

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*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*

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*Planet*  
*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*

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*Planet*  
*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*

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140-character

*"microsharing" messages to  
media-rich online  
communities to complete  
virtual environments and  
more -- enable people to  
connect, collaborate, and*

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*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*

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*contemporary learning  
strategy that is as timely as  
it is transformative.*

*The two volumes IFIP AICT  
414 and 415 constitute the  
refereed proceedings of the  
International IFIP WG 5.7*

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*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*

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*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.*

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*Brain Gain*

*A Renegade Guide to*

*Unconventional Success*

*Why the Future of Business*

*Is Sharing*

*From Brain Machine*

*Interfaces to Rehabilitation*

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*How to Get 4 Generations*

*Working Together in the 12*

*Places They Come Apart*

*The Future of Nonprofits*

*Records and Information*

*Management*

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*Small Business and the City*

*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*

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*business ventures.*

*This Handbook brings  
together scholars from  
around the world in  
addressing the global  
significance of,  
controversies over and*

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*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*

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*law, economics, geography,  
sociology, politics and  
anthropology. This volume  
addresses the full  
spectrum of IP issues  
including copyright,  
patent, trademarks and*

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*Planet*  
*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*

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*Planet*  
*culture, it also*  
*challenges the utility and*  
*viability of IP today and*  
*addresses a range of*  
*alternative futures.*  
*Blockchain technology is*  
*powering our future. As*

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*the technology behind  
cryptocurrencies like  
bitcoin and Facebook's  
Libra, open software  
platforms like Ethereum,  
and disruptive companies  
like Ripple, it's too*

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*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,*

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*highly readable, and  
essential book about the  
technology driving the  
future of the economy.  
Blockchain is the  
ingeniously simple,  
revolutionary protocol*

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*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*

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*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 certifi-*

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Planet  
cates 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

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*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*

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*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*

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*Planet*  
*create winners and losers.*  
*This book shines a light*  
*on where it can lead us in*  
*the next decade and*  
*beyond.*

*Collecting data is easy*  
*for marketers. Figuring*

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Planet

*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*

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*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*

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*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*

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*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*

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*itches. 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*

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*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,*

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*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*

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*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*

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*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*

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*of all that data to build strong customer relationships. It also shares compelling examples, including: How Shell increased sales while reducing its network*

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Planet  
*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*

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Planet  
*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*

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*rate. How Caesars*

*Entertainment uses data from its 40 million Total Rewards members to draw complete customer profiles, resulting in increased visits. Pearson*

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*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*

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*you behind the curtain to*

*show how the best*

*companies are doing it.*

*Turning Customer*

*Information into Customer*

*Intimacy*

*The Co-Creation Paradigm*

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*Politics, Business and  
Society in the Post Growth  
Era*

*How CIOs Drive Innovation  
and Create Value Across  
the Enterprise*

*A Powerful Way to Create*

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*Meaningful Change*

*Platform Revolution*

*The Big Shift in IT*

*Leadership*

*The Mesh*

This collection considers the  
future of climate innovation after

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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

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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

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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

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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

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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

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overcome such impasses.

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

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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

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you, as a nonprofit, 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

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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

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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.

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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

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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

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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

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Highlights the power and  
strength of Social Media

Hightlights how to hire, train,  
manage and inspire “internal  
entrepreneurial” employees

Features actionable advice on  
creating an organization that is

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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.

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Looks at how the Internet is affecting businesses, education, and government, touching on the twelve themes of the new economy and privacy issues  
A simple, powerful idea that's reinventing the way smart,

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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.

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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

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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,

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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.

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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

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

The Transformative Potential of  
Small Scale Entrepreneurship  
Crowd Design

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Blockchain Technology as the  
Operating System of the Digital  
Age

The Marketing Book

Everything Connects: How to  
Transform and Lead in the Age  
of Creativity, Innovation, and

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Sustainability

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Second Edition

How Great CIOs Leverage the  
Power of Technology for  
Strategic Business Growth in the  
Customer-Centric Economy  
Embrace or Expire

*Page 191/274*

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**The digital revolution is interwoven with the promise to empower the user. Yet, the rise of centralized, commercial platforms for crowdsourced work questions the validity of this narrative. In Crowd-Design,**

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**Florian Alexander Schmidt**

**analyses the workings and the rhetoric of crowdsourced work platforms by comparing the way they address the masses today with historic notions of the crowd. The utopian concepts of**

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**early online collaboration are taken as a vantage point from which to view and critique current and, at times, dystopian applications of crowdsourced work. The study is focused on the crowdsourcing of design**

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**tasks, but these specific applications are used to examine the design of the more general mechanisms employed by the platform providers to motivate and control the crowds. Crowd-Design is as much about**

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**the crowdsourcing of design as it is about the design of crowdsourcing.**

**The acclaimed bestseller that's teaching the world about the power of mass collaboration.**

**Translated into more than twenty**

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**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**

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**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**

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**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**

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**software, finding cures for diseases, editing school texts, inventing new cosmetics, and even building motorcycles. Entrepreneurship is now unanimously considered a major engine for socio-economic**

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**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**

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Planet  
**policies, especially  
entrepreneurial finance.**

**Developing, emerging and  
transition economies (DETEs)  
significantly differ from  
industrialized countries because  
of their specific conditions:**

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**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**

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**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**

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**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,**

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**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**

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**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**

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**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**

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**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**

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**essential and comprehensive resource will find an audience amongst academics, students, educators, and practitioners, as well as policymakers and regulators.**

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**provides a compelling view of a future where people will be able to travel to any location without physically going. The virtual travel experience of the future will be so realistic that it will be indistinguishable from**

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**traditional physical travel. All of the downsides to physical travel will be a thing of the past. But, when this happens, what are the effects on us all as individuals, and on the industries and businesses that are directly or**

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**indirectly involved with physical travel. Advance Praise for Virtual Travel: Embrace or Expire" "A provocative look at how technology can change how we look at travel over the long term. Virtual Travel is must reading for**

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**our industry and for travelers in general." -Bill Marriott, Chairman and CEO, Marriott International, Inc. "The ability to travel virtually will have a profound and lasting impact on the travel industry, and indeed on many seemingly**

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**unrelated areas of business and our daily lives. Virtual Travel gives us all a glimpse into a radically different future and the implications for us all." -Don Tapscott, Chairman, nGenera Insight, and author of 14 widely**

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**read books, most recently with**

**Anthony D. Williams,**

**MacroWikinomics: Rebooting  
Business and the World.**

**"Whether you agree with**

**Shuler's projections for virtual  
travel or not, even if only**

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**partially right, the implications for the hospitality and travel industry are profound. He opens our minds to a possible future that is equally exciting and daunting." -Doug Rice, Executive Vice President and CEO, Hotel**

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**The Naked Corporation**

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Welcome to the world of the  
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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,

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employees, partners, and society. Financial data, employee grievances, internal memos, environmental disasters, product weaknesses, international protests, scandals and policies, good news and

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bad; all can be seen by anyone who knows where to look. Don Tapscott, bestselling author and one of the most sought after strategists and speakers in the business world, is famous for seeing into the future and

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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

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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,

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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

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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

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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

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Corporation is a book for managers, employees, investors, customers, and anyone who cares about the future of the corporation and society.

A game-changing approach to management Too often

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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

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balanced way. When they do, the result is game changing. In our hypercompetitive environment, those managers who are outstanding at being plugged into their people, technology, and organizational

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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

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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

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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

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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

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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.  
This book is the first of two

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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

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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

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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

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of paradigm. This volume examines these areas of improvement and presents best practice in improving processes. Each chapter of the book presents and substantiates the costs and benefits of process

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

The first era of the digital age spanned mainframes, minicomputers, the personal

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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,

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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

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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

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as foundational to the governance and widespread adoption of these innovations--digital identities, data analytics, artificial intelligence, the Internet of Things, autonomous vehicles,

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From Tools for Empowerment to  
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How the Technology Behind  
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Don Tapscott and Anthony  
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*Innovation. When you put it all  
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*CONNECTS. The constant  
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and social changes is creating a  
more empowered population.*

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*problems of the world find  
solutions in the oldest and time-  
less practices such as  
mindfulness, authenticity, and  
perseverance—because  
Everything Connects. Everything  
Connects is a kaleidoscopic view*

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*how to: Holistically connect the  
“when” and “what” with who  
you are Inspire and lead inside  
and outside of your organization  
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decisions, and long-term value  
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