

The Amazon Way On Lot 10 Principles For Every Leader From The Worlds Leading Internet Of Things Strategies Volume 2

Are you ready for the IoT revolution? The Internet of Things (IoT) will soon be everywhere/embedded in interconnected devices we'll use every day. Already, cars, appliances, and wearables transmit realtime data to improve performance . . . and new IoT products can even save your life. Consumer goods are just the tip of the iceberg. Amid projections that 30 billion smart devices will be linked in the near future, traditional companies such as Siemens, GE, and John Deere are preparing for profound changes to management, strategy, manufacturing, and maintenance. With the IoT, for example, sensors warn when a critical assembly-line part is about to break, or delight how customers actually use products. Data hubs collect and share information instantly with departments, supply chains, partners, and customers! anchoring the organization and replacing hierarchies with circular systems. The Future is Smart documents the shifts now under way. Written by a leading IoT strategist, the book explains how companies are tapping technology to: Optimize supply chains || Maximize quality || Boost safety || Increase efficiency || Reduce waste || Cut costs || Revolutionize job design || Delight customers For those who are ready, the opportunities are endless. This big-think book reveals concrete actions for thriving in this new tech-enabled world.

This new edition has been completely revised with updated information on hotels, lodges and tour operators. It contains a detailed and illustrated natural history section on native species and habitats. The Amazon is an ideal location for eco-travellers, naturalists, sports enthusiasts and explorers. Travellers are given sound advice on responsible travel and planning their own expedition.

!Professor Marwala has sought to understand what good leadership should mean by drawing on the collective experience of authors who have written on many topics.!! Former President of South Africa, THABO MBEKI We cannot underestimate how critical strong leadership is in all aspects of our life. It enables us to run our lives, homes, communities, workplaces and nations. Given its importance, it is pertinent to ask: What is the source of good leadership? Albert Einstein once said, !The only source of knowledge is experience.!! Many philosophers have observed this and, if we accept experience as the only source of knowledge, can we extend this conclusion to leadership? Or is the basis of good leadership intuition or instinct? Or is it perhaps a combination of these? In Leadership Lessons From Books I Have Read, Tshilidzi Marwala adopts the thesis that the source of good leadership is knowledge, and the source of knowledge is experience, which can take many forms: reading widely, listening, and engaging in discussion and debate with other knowledge seekers. If leadership is derived from knowledge and knowledge is derived from experience, the !experience! in this book is from 50 books that Tshilidzi has read, and so the source of knowledge informing leadership is the collective experience of the more than 50 accomplished authors who wrote those books including, among others, Chinua Achebe, Thomas Sankara, NoViolet Bulawayo, Nelson Mandela, Mandla Mathebula, Eugène Marais, Chimamanda Ngozi Adichie, Jean-Jacques Rousseau, Daniel Kahneman, Karl Marx, Ngugi wa Thiong'o, Nassim Taleb and Aristotle. Divided into four sections, Tshilidzi shares his leadership lessons in the areas of Africa and the diaspora, the search for the ideal polity, science, technology and society, and the leadership of nations. !Those who do not read, should not lead.!! THILIDZI MARWALA

Winner of the Gold Axiom Business Book Award 2019 in the Philanthropy / Non Profit / Sustainability category. Over the past 30 years, the world has seen great social improvements. Technology has been developing at an enormous pace and is helping to solve our most pressing social and environmental challenges. Yet, despite this success, our current model of development is still deeply problematic. Natural disasters triggered by climate change have doubled since the 1980s, violence and armed conflict now cost more than 13 percent of GDP, social inequality and youth unemployment is worsening around the world, and climate change threatens the global population with tremendous environmental as well as social problems. Using the United Nations Sustainable Development Goals as a framework, this book sets out how business and capital now have a real opportunity to help resolve these problems. With clear and plentiful examples and cases of how businesses are making a difference, relevant facts and figures to support the cases, and inspiring and instructional information on how businesses can create sustainable value, this highly readable book is a must-read for businesses (large and small) that wish to genuinely support the delivery of the SDGs. The Paris Climate Agreement and the Sustainable Development Goals (SDGs) drive change and offer a narrative and an opportunity to all to speak in one language on sustainability. They provide us with a clear set of targets for 2030. Through following the SDGs, opportunities abound for business and capital to unlock markets which offer endless potential for profit while at the same time working towards the Sustainable Development Goals. This book illustrates for business how to make the much-needed Trillion Dollar Shift.

Global Marketing Management

Turn your Established Business into an Innovation Champion to Win the Future

Too Smart

Getting Started with Enterprise Internet of Things: Design Approaches and Software Architecture Models

Resource Management for Internet of Things

Principles, Technologies and Applications

Think Like Amazon

This exciting book explores the past, present and future of IoT, presenting the most prominent technologies that comprise IoT applications, including cloud computing, edge computing, embedded computing, Big Data, Artificial Intelligence (AI), blockchain and cybersecurity. A comprehensive description of the full range of the building blocks that comprise emerging IoT systems and applications is provided, while illustrating the evolution of IoT systems from the legacy small scale sensor systems and wireless sensor networks, to today's large scale IoT deployments that comprise millions of connected devices in the cloud and smart objects with (semi)autonomous behavior. It also provides an outlook for the future evolution of IoT systems, based on their blending with AI and the use of emerging technologies like blockchain for massively decentralized applications. The full spectrum of technologies that are closely associated with the term IoT since its introduction are explored. The book also highlights the main challenges that are associated with the development and deployment of IoT applications at scale, including network connectivity, security, and interoperability challenges. First tech sensors, wireless sensor networks and radio-frequency identification (RFID) tags are covered. Machine learning, big data and security issues are also explored. Communication, Management and Information Technology contains the contributions presented at the International Conference on Communication, Management and Information Technology (ICCMIT 2016, Cosenza, Italy, 26-29 April 2016, organized by the Universal Society of Applied Research (USAR). The book aims at researchers, scientists, engineers, and scholar students interested or involved in Computer Science and Systems, Communication, and Management.

Smartphone Based Medical Diagnostics provides the theoretical background and practical applications for leveraging the strengths of smartphones toward a host of different diagnostics, including, but not limited to, optical sensing, electrochemical detection, integration with other devices, data processing, data sharing and storage. The book also explores the translational, regulatory and commercialization challenges of smartphone incorporation into medical diagnosis and health safety settings. Presents the first comprehensive textbook on smartphone based medical diagnostics. Includes a wide array of practical applications, including glucose monitoring, flow cytometry, rapid kit, microfluidic devices, microscope attachment, and basic vital sign/activity monitoring Covers translational, regulatory and commercialization issues

The Bezos Letters lays out the fourteen growth principles that Amazon uses every day by examining Jeff Bezos' personal letters to shareholders. Jeff Bezos created Amazon, the fastest company to reach \$100 billion in sales ever, making him the richest man in the world. Business owners marvel at Amazon's success, but don't realize they have the answers right at their fingertips as Bezos reveals his hidden roadmap in his annual letters to shareholders.

For the first time, business analyst Steve Anderson unlocks the key lessons, mindset, principles, and steps Bezos used, and continues to use, to make Amazon the massive success it is today. Steve shows business owners, leaders, and CEOs how to apply those same practices and watch their business become more efficient, productive, and successful-fast!

The Amazon

Shaping the Future of ICT

Amazon Way on IoT

Principles of Strategic Communication

How the Best Companies Go Farther and Work Harder to Create Knock-Your-Socks-Off Customer Experiences

International Conference on Communication, Management and Information Technology (ICCMIT 2016, Cosenza, Italy, 26-29 April 2016)

Leadership Lessons from Books I Have Read

A guided tour through the Internet of Things, a networked world of connected devices, objects, and people that is changing the way we live and work. We turn on the lights in our house from a desk in an office miles away. Our refrigerator alerts us to buy milk on the way home. A package of cookies on the supermarket shelf suggests that we buy it, based on past purchases. The cookies themselves are on the shelf because of a "smart" supply chain. When we get home, the thermostat has already adjusted the temperature so that it's toasty and bright, whichever we prefer. This is the Internet of Things—a networked world of connected devices, objects, and people. In this book, Samuel Greengard offers a guided tour through this emerging world and how it will change the way we live and work. Greengard explains that the Internet of Things (IoT) is still in its early stages. Smart phones, cloud computing, RFID (radio-frequency identification) technology, sensors, and miniaturization are converging to make possible a new generation of embedded and immersive technology. Greengard traces the origins of the IoT from the early days of personal computers and the Internet and examines how it creates the conceptual and practical framework for a connected world. He explores the industrial Internet and machine-to-machine communication, the basis for smart manufacturing and end-to-end supply chain visibility; the growing array of smart consumer devices and services—from Fitbit fitness wristbands to mobile apps for banking; the practical and technical challenges of building the IoT; and the risks of a connected world, including a widening digital divide and threats to privacy and security. Finally, he considers the long-term impact of the IoT on society, narrating an eye-opening "Day in the Life" of IoT connections circa 2025.

"Reading this book is like having Jeff Bezos advise me." —Eric Martínez, Founder and CEO of ModJoul The former Amazon executive who launched and scaled Amazon Marketplace delivers the ultimate playbook on how to "think like Amazon" and succeed in the digital age. "What would Jeff do?" Since leaving Amazon to advise start-ups and corporations, John Rossman has been asked this question countless times by executives who want to know "the secret" behind Amazon's historic success. In this step-by-step guide, he provides 50 1/2 answers drawn from his experience as an Amazon executive—and shows today's business leaders how to think like Amazon, strategize like Bezos, and beat the competition like nobody's business. Learn how to: •Move forward to get back to Day 1—and change the status quo. •Become a platform company—with the right platform strategy. •Create customer obsession—and grant your customers superpowers. •Experiment, fail, rinse, and repeat. •Decentralize your way to digital greatness. •Master the magic of small autonomous teams. •Avoid the trap of past positions. •Make better and faster decisions. •Use metrics to create a culture of accountability and innovation •Use AI and the Internet of Things to reinvent customer experience. In addition to these targeted strategies, you'll receive a rare inside glimpse into how Jeff Bezos and Amazon take a remarkably consistent approach to innovate, explore new markets, and spark new growth. You'll understand the unique mindset and inner workings that drive Amazon's operational excellence, from its ground-up approach to new digital markets to its out-of-the-box attitudes on innovation. Along the way, you'll learn specific game-changing strategies that made Amazon stand out in a crowded digital world. These include actionable ideas that you can use to transform your culture, expand your business into digital, and become the kind of platform company that customers obsess over. Rossman also offers invaluable insights into the latest technologies, e-commerce marketing, online culture, and IoT disruptions that only an Amazon insider would know. If you want to compete and win in the digital era, you have to Think Like Amazon.

The Amazon Way on IoT is for the leader who wants to understand how the internet of things is transforming business and society. Readers will discover business cases, key concepts, technologies and tools to help develop, explain and execute their own IoT approach through understanding Amazon's and other leading companies sophisticated IoT technologies and strategies.Connected devices, wearables, cloud computing, sensors, machine learning and algorithms are all capabilities and technologies dramatically changing business, government and organizational landscapes. These are the core components enabling the internet of things, which Harvard professor Michael Porter writes is the backbone for a third wave of technology-led innovation and digital disruption. This book gives you the easy recipes to identify the opportunities in your business.

"What would Jeff do?" Since leaving Amazon to advise start-ups and corporations, John Rossman has been asked this question countless times by executives who want to know "the secret" behind Amazon's historic success. In this step-by-step guide, he provides 50 1/2 answers drawn from his experience as an Amazon executive—and shows today's business leaders how to think like Amazon, strategize like Bezos, and beat the competition like nobody's business. In addition to these targeted strategies, you'll receive a rare inside glimpse into how Jeff Bezos and Amazon take a remarkably consistent approach to innovate, explore new markets, and spark new growth. You'll understand the unique mindset and inner workings that drive Amazon's operational excellence, from its ground-up approach to new digital markets to its out-of-the-box attitudes on innovation. Along the way, you'll learn specific game-changing strategies that made Amazon stand out in a crowded digital world. These include actionable ideas that you can use to transform your culture, expand your business into digital, and become the kind of platform company that customers obsess over. Rossman also offers invaluable insights into the latest technologies, e-commerce marketing, online culture, and IoT disruptions that only an Amazon insider would know. If you want to compete and win in the digital era, you have to Think Like Amazon. --Publisher

Trends in Information Technology, Communications Engineering, and Management

Tech Trends in Practice

Phishing thfrc Amazon

Transforming Legacy Organizations

The New Advanced Society

The CEO of Technology

5th EAI International Conference, FABULOUS 2021, Virtual Event, May 6-7, 2021, Proceedings

This book constitutes the thoroughly refereed post-conference proceedings of the 6th International Conference on Mobile, Secure and Programmable Networking, held in Paris, France, in October 2020. The 16 full papers presented in this volume were carefully reviewed and selected from 31 submissions. They discuss new trends in networking infrastructures, security, services and applications while focusing on virtualization and cloud computing for networks, network programming, software defined networks (SDN) and their security.

As more and more devices become interconnected through the Internet of Things (IoT), there is an even greater need for this book, which explains the technology, the internetworking, and applications that are making IoT an everyday reality. The book begins with a discussion of IoT "ecosystems" and the technology that enables them, which includes: Wireless Infrastructure and Service Discovery Protocols Integration Technologies and Tools Application and Analytics Enablement Platforms A chapter on next-generation cloud infrastructure explains hosting IoT platforms and applications. A chapter on data analytics throws light on IoT data collection, storage, translation, real-time processing, mining, and analysis, all of which can yield actionable insights from the data collected by IoT applications. There is also a chapter on edge/fog computing. The second half of the book presents various IoT ecosystem use cases. One chapter discusses smart airports and highlights the role of IoT integration. It explains how mobile devices, mobile technology, wearables, RFID sensors, and beacons work together as the core technologies of a smart airport. Integrating these components into the airport ecosystem is examined in detail, and use cases and real-life examples illustrate this IoT ecosystem in operation. Another in-depth look is on envisioning smart healthcare systems in a connected world. This chapter focuses on the requirements, promising applications, and roles of cloud computing and data analytics. The book also examines smart homes, smart cities, and smart governments. The book concludes with a chapter on IoT security and privacy. This chapter examines the emerging security and privacy requirements of IoT environments. The security issues and an assortment of surmounting techniques and best practices are also discussed in this chapter.

The International Conference on Communications, Management, and Information Technology (ICCMIT'16) provides a discussion forum for scientists, engineers, educators and students about the latest discoveries and realizations in the foundations, theory, models and applications of systems inspired on nature, using computational intelligence methodologies, as well as in emerging areas related to the three tracks of the conference: Communication Engineering, Knowledge, and Information Technology. The best 25 papers to be included in the book will be carefully reviewed and selected from numerous submissions, then revised and expanded to provide deeper insight into trends shaping future ICT.

Build your own Internet of Things (IoT) projects for prototyping and proof-of-concept purposes. This book contains the tools needed to build a prototype of your design, sense the environment, communicate with the Internet (over the Internet and Machine to Machine communications) and display the results. Raspberry Pi IoT Projects provides several IoT projects and designs are shown from the start to the finish including an IoT Heartbeat Monitor, an IoT Swarm, IoT Solar Powered Weather Station, an IoT iBeacon Application and a RFID (Radio Frequency Identification) IoT Inventory Tracking System. The software is presented as reusable libraries, primarily in Python and C with full source code available. Raspberry Pi IoT Projects: Prototyping Experiments for Makers is also a valuable learning resource for classrooms and learning labs. What You'll Learn build IoT projects with the Raspberry Pi Talk to sensors with the Raspberry Pi Use iBeacons with the IoT Raspberry Pi Communicate your IoT data to the Internet Build security into your IoT device Who This Book Is For Primary audience are those with some technical background, but not necessarily engineers. It will also appeal to technical people wanting to learn about the Raspberry Pi in a project-oriented method.

Prototyping Experiments for Makers

The collective wisdom, knowledge and experience from the pages of fifty books

The 25 Technologies that are Driving the 4th Industrial Revolution

6th International Conference, MSPN 2020, Paris, France, October 28-29, 2020, Revised Selected Papers

How Your Company Can Capitalize on the Internet of Things--and Win in a Connected Economy

The Internet of Things

More Is More

This comprehensive text/reference presents a broad-ranging overview of device connectivity in distributed computing environments, supporting the vision of an Internet of Things (IoT). Expert perspectives are provided by an international selection of researchers from both industry and academia, covering issues of communication, security, privacy, interoperability, networking, access control, and authentication. In addition to discussing state-of-the-art research and practice, the book includes corporate analyses offering a balanced view of benefits and limitations, and numerous case studies illustrating the challenges and practical solutions. Topics and features: discusses issues of security and privacy in connected environments, with a specific focus on the impact of the IoT paradigm on enterprise information systems; examines the challenges of managing big data in IoT environments, and proposes cloud computing-based solutions to the limitations inherent in the IoT paradigm; suggests approaches to overcome service-level interoperability problems in the IoT environment; introduces a mobile IoT simulator designed to evaluate the behavior of IoT systems, in addition to a novel approach to manage hyper-connectivity in the IoT; describes the use of the Essence framework to model software development methods, and highlights the benefits of integrating data from smart buildings and IoT devices; presents an asymmetric schema matching mechanism for IoT interoperability, and explores the topic of automatic provenance capture at the middleware level; reviews emerging network topologies and communication technologies, and advises on the adoption of a data distribution service as a middleware platform for IoT systems. This practically-oriented volume serves as a complete reference for students, researchers and practitioners of distributed computing, providing insights into the latest approaches, technologies, and frameworks relevant to the IoT environment.

Ambient intelligence (AmI) is an element of pervasive computing that brings smartness to living and business environments to make them more sensitive, adaptive, autonomous and personalized to human needs. It refers to intelligent interfaces that recognise human presence and preferences, and adjust smart environments to suit their immediate needs and requirements. The key factor is the presence of intelligence and decision-making capabilities in IoT environments. The underlying technologies include pervasive computing, ubiquitous communication, seamless connectivity of smart devices, sensor networks, artificial intelligence (AI), machine learning (ML) and context-aware human-computer interaction (HCI). AmI applications and scenarios include smart homes, autonomous self-driving vehicles, healthcare systems, smart roads, the industry sector, smart facilities management, the education sector, emergency services, and many more. The advantages of AmI in the IoT environment are extensive. However, as for any new technological paradigm, there are also many open issues and limitations. This book discusses the AmI element of the IoT and the relevant principles, frameworks, and technologies in particular, as well as the benefits and inherent limitations. It reviews the state of the art of current developments relating to smart spaces and AmI-based IoT environments. Written by leading international researchers and practitioners, the majority of the contributions focus on device connectivity, pervasive computing and context modelling (including communication, security, interoperability, scalability, and adaptability). The book presents cutting-edge research, current trends, and case studies, as well as suggestions to further our understanding and the development and enhancement of the AmI-IoT vision.

Expert guidance on how to grow innovation and optimize already-successful areas of established organizations Transforming Legacy Organizations provides real-world advice and research-based information on how to grow innovation by employing new technologies, improving processes, and establishing a culture of creativity and forward momentum. Conventional business wisdom views innovation as the biggest advantage smart startups have over large, established organizations, often referred to as legacy organizations. This belief is false, especially when considering that 70% of all startups fail within 20 months of their first venture round. The truth is innovation initiatives of legacy organizations have far better chances of succeeding. Organizations with superior resources—money, customers, suppliers, data, employees, infrastructure—can overcome challenges from new entrepreneurial ventures: knowing how to leverage their underutilized advantage is key for achieving sustained, long-term innovation success. Author Kris Oestergaard has been teaching established organizations around the world for over 15 years. Transforming Legacy Organizations illustrates how to best pursue innovation to create future success. This book helps leaders to: Incorporate proven strategies and research-based information into your organization's overall innovation initiatives Use new technologies to improve processes and increase innovation Learn to capitalize on your organization's existing resources to beat startups at their own game Transform innovative concepts into specific products, services, and business models Reinvent your organization to overcome disruptions in the market and challenges from new competitors Transforming Legacy Organizations: Turn your Established Business into an Innovation Champion to Win the Future is a valuable resource for leaders of established companies such as C-Suite executives, senior managers, and heads of business development, innovation, and digital teams.

How Amazon combined branding and relationship marketing with massive distribution infrastructure to become the ultimate service brand in the digital economy. Amazon is ubiquitous in our daily lives—we stream movies and television on Amazon Prime Video, converse with Alexa, receive messages on our smartphone about the progress of our latest orders. In Buy Now, Emily West examines Amazon's consumer-facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background, becoming a sort of infrastructure that can be taken for granted. Amazon promotes the comfort and care of its customers (but not its workers) to become the ultimate service brand in the digital economy. West shows how Amazon has cultivated personalized, intimate relationships with consumers that normalize its outsized influence on our selves and our communities. She describes the brand's focus on speedy and seamless ecommerce delivery, represented in the materiality of the branded brown box; the positioning of its book retailing, media streaming, and smart speakers as services rather than sales; and the brand's image control strategies. West considers why pushback against Amazon's ubiquity and market power has come mainly from among Amazon's workers rather than its customers or competitors, arguing that Amazon's brand logic fragments consumers as a political bloc. West's innovative account, the first to examine Amazon from a critical media studies perspective, offers a cautionary cultural study of bigness in today's economy.

Blockchain for Business

A LITA Guide

Telecom Extreme Transformation

Guide to Ambient Intelligence in the IoT Environment

Design of Secure IoT Systems: A Practical Approach Across Industries

Digital Management Transformation for the Non-Digital Organization

How Amazon Branded Convenience and Normalized Monopoly

Amazon Way on IoTThe Amazon Way on IoT10 Principles for Every Leader from the World's Leading Internet of Things StrategiesAmazon Way

In today 's market, emerging technologies are continually assisting in common workplace practices as companies and organizations search for innovative ways to solve modern issues that arise. Prevalent applications including internet of things, big data, and cloud computing all have noteworthy benefits, but issues remain when separately integrating them into the professional practices. Significant research is needed on converging these systems and leveraging each of their advantages in order to find solutions to real-time problems that still exist. Challenges and Opportunities for the Convergence of IoT, Big Data, and Cloud Computing is a pivotal reference source that provides vital research on the relation between these technologies and the impact they collectively have in solving real-world challenges. While highlighting topics such as cloud-based analytics, intelligent algorithms, and information security, this publication explores current issues that remain when attempting to implement these systems as well as the specific applications IoT, big data, and cloud computing have in various professional sectors. This book is ideally designed for academicians, researchers, developers, computer scientists, IT professionals, practitioners, scholars, students, and engineers seeking research on the integration of emerging technologies to solve modern societal issues.

The world beyond 2020 will be profoundly different from today. Radical transformative technologies are changing the relationship between mankind and machines in a way that even Wells, Orwell, or Jobs could not fathom. Nobody can tell for certain what will emerge from these tectonic shifts, save for the fact that the status quo is already obsolete. In effect, humanity has entered a new age in its evolution: the Symbiocene era. Societal issues notwithstanding, the existential concern for businesses and organizations everywhere is pressing: how to survive, or better yet, thrive in this brave new scary world? The Binary Firm explores the orchestrating strategies to get in front of the technological tsunami that is sweeping the globe. Tsunami is not too strong a word: rigors the threat posed by artificial intelligence to the very nature of work. This book constructs a conceptual management framework engineered to anticipate changes and empower the organization to exploit them to its immediate advantage. The exposition goes beyond worn-out buzzwords like innovation, disruption, and collaboration. It dives into the underlying foundation of an organization impacting its financial destiny. This book will resonate with managers and entrepreneurs who may struggle to master the often-mystifying rigors of digital forces. As goes the new adage, every business is a software company. But how to tame this feral beast? Readers will find pragmatic answers herein. No organization can afford the status quo in this era of pervasive interconnections. This is the playbook to change your game and succeed at digitally transforming your organization without breaking the bank.

The book focuses on the power of business blockchain. It gives an overview of blockchain in traditional business, marketing, accounting and business intelligence. The book provides a detailed working knowledge of blockchain, use cases of blockchain in business, cryptocurrency and Initial Coin Offering(ICO) along with the risks associated with them. The book also covers the detailed study of decentralization, mining, consensus, smart contracts, concepts and working of distributed ledgers and hyper ledgers as well as many other important concepts. It also details the security and privacy aspects of blockchain. The book is beneficial for readers who are preparing for their business careers, those who are working with small scale businesses and startups, and helpful for business executives, managers, entrepreneurs, bankers, government officials and legal professionals who are looking to blockchain for secure financial transactions. The book will also be beneficial for researchers and students who want to study the latest developments of blockchain.

The Road to a Digital Service Provider

Communication, Management and Information Technology

Think Like Amazon: 50 1/2 Ideas to Become a Digital Leader

10 Principles for Every Leader from the World's Leading Internet of Things Strategies

Raspberry Pi IoT Projects

Mobile, Secure, and Programmable Networking

Challenges and Solutions

Introduction: are you ready for 2030? -- Qualities of courageous leadership -- What keeps the CEO up at night -- Driving innovation across the enterprise -- Leaders of transformational change -- Elevation and career ascent -- The "eyes and ears" of the enterprise -- Building a robust network of partners -- Key takeaways

Edge computing is quickly becoming an important technology throughout a number of fields as businesses and industries alike embrace the benefits it can have in their companies. The streamlining of data is crucial for the development and evolution of businesses in order to keep up with competition and improve functions overall. In order to appropriately utilize edge computing to its full potential, further study is required to examine the potential pitfalls and opportunities of this innovative technology. The Research Anthology on Edge Computing Protocols, Applications, and Integration establishes critical research on the current uses, innovations, and challenges of edge computing across disciplines. The text highlights the history of edge computing and how it has been adapted over time to improve industries. Covering a range of topics such as bandwidth, data centers, and security, this major reference work is ideal for industry professionals, computer scientists, engineers, practitioners, researchers, academicians, scholars, instructors, and students.

Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. Drawing on the latest research in the field, the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. To facilitate learning and tie concepts to practice, each chapter includes introductory focus questions, a contemporary global case study, a career profile of a current practitioner, end-of-chapter discussion questions, and features that highlight how research methods can be applied to strategic communication practice. Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs. The accompanying online support material features chapter summaries, useful links to examples of strategic communication in action, suggested further reading, and practice test questions. Instructors will find an instructor 's resource manual that includes sample syllabi, class activities, lecture topics, and a test bank. Please visit www.routledge.com/9780367426316.

Foreword by Werner Vogels, Vice President and Corporate Technology Officer, Amazon The AWS exam has been updated. Your study guide should be, too. The AWS Certified Developer Official Study Guide–Associate Exam is your ultimate preparation resource for the latest exam! Covering all exam objectives, this invaluable resource puts a team of AWS experts at your side with expert guidance, clear explanations, and the wisdom of experience with AWS best practices. You 'll master core services and basic architecture, and equip yourself to develop, deploy, and debug cloud-based applications using Amazon. The AWS Developer certification is earned by those who demonstrate the technical knowledge and skill associated with best practices for building secure, reliable cloud-based applications using AWS technology. This book is your official exam prep companion, providing everything you need to know to pass with flying colors. Study the AWS Certified Developer Exam objectives Gain expert insight on core AWS services and best practices Test your understanding of key concepts with challenging chapter questions Access online study tools including electronic flashcards, a searchable glossary, practice exams, and more Cloud computing offers businesses the opportunity to replace up-front capital infrastructure expenses with low, variable costs that scale as they grow. This customized responsiveness has negated the need for far-future infrastructure planning, putting thousands of servers at their disposal as needed—and businesses have responded, propelling AWS to the number-one spot among cloud service providers. Now these businesses need qualified AWS developers, and the AWS certification validates the exact skills and knowledge they 're looking for. When you 're ready to get serious about your cloud credentials, the AWS Certified Developer Official Study Guide–Associate Exam is the resource you need to pass the exam with flying colors. NOTE: As of October 7, 2019, the accompanying code for hands-on exercises in the book is available for downloading from the secure Resources area in the online test bank. You'll find code for Chapters 1, 2, 11, and 12.

The Binary Firm

How Digital Capitalism is Extracting Data, Controlling Our Lives, and Taking Ove r the World

50 1/2 Ways to Become a Digital Leader

The Trillion Dollar Shift

The Bezos Letters

Enabling Technologies, Platforms, and Use Cases

14 Principles to Grow Your Business Like Amazon

This book constitutes the refereed post-conference proceedings of the 5th International Conference on Future Access Enablers for Ubiquitous and Intelligent Infrastructures, FABULOUS 2021, held in May 2021. Due to COVID-19 pandemic the conference was held virtually. This year's conference topic covers security of innovative services and infrastructure in traffic, transport and logistic ecosystems. The 30 revised full papers were carefully reviewed and selected from 60 submissions. The papers are organized in thematic sessions on: Internet of things and smart city; smart environment applications; information and communications technology; smart health applications; sustainable communications and computing infrastructures.

Build secure IoT devices and networks for a wide range of industries This practical guide fully explains the technology behind the Internet of Things, machine-to-machine communication, and automation. Written by a team of experts from leading firms, *Design of Secure IoT Systems: A Practical Approach Across Industries* covers all aspects of system architecture, protocols, requirements, and design. You will discover how to design and engineer IoT devices and networks with trust and security. The book features industrial automation case studies and simulation examples from a wide range of fields. Coverage includes: IoT architecture and technology fundamentals Connected machines and I2M communication Network protocols and architecture IoT hardware design fundamentals WAN, IP, and MAC configuration IoT data systems design Designing with trust and security Data security policies and regulations Cybersecurity threats and risks Automation Use cases across industries Industry compliance and standards

This book investigates the pressing issue of resource management for Internet of Things (IoT). The unique IoT ecosystem poses new challenges and calls for unique and bespoke solutions to deal with these challenges. Using a holistic approach, the authors present a thorough study into the allocation of the resources available within IoT systems to accommodate application requirements. This is done by investigating different functionalities and architectural approaches involved in a basic workflow for managing the lifecycle of resources in an IoT system. Resource Management for the Internet of Things will be of interest to researchers and students as well as professional developers interested in studying the IoT paradigm from data acquisition to the delivery of value-added services for the end user.

La 4e de couverture indique : "The Amazon Way on IoT is for the leader who wants to understand how the Internet of things is transforming business and society. Listeners will discover business cases, key concepts, technologies and tools to help develop, explain and execute their own IoT approach through understanding Amazon's and other leading companies sophisticated IoT technologies and strategies. Connected devices, wearables, cloud computing, sensors, machine learning and algorithms are all capabilities and technologies dramatically changing business, government and organizational landscapes. These are the core components enabling the Internet of things, which Harvard professor Michael Porter writes is the backbone for a third wave of technology-led innovation and digital disruption. This book gives you the easy recipes to identify the opportunities in your business."

Artificial Intelligence and Industrial Internet of Things Paradigm

New Top Technologies Every Librarian Needs to Know

Lead, Reimagine, and Reinvent to Drive Growth and Create Value in Unprecedented Times

Smartphone Based Medical Diagnostics

Research Anthology on Edge Computing Protocols, Applications, and Integration

Connected Environments for the Internet of Things

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Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in Future Tech Trends in Practice: Artificial Intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organisation.

This novel textbook introduces Enterprise Internet of Things from technology, management and business perspectives, carefully examining enterprise environments through the lens of modernization with the Internet of Things (IoT). It also includes detailed case studies to offer meaningful insights for readers from various disciplines and areas. The book analyzes the ways in which the technology could contribute to the enterprise world in terms of revenue and new business models, and addresses the strategies and principles involved in developing IoT solutions with software engineering practices such as DevOps and Micro services architecture principles. By doing so, it offers readers a clear overview of the power of Internet of Things in building next generation enterprise use cases. The book enables readers to understand the latest opportunities to create new business models in enterprises using the unprecedented level of device connectivity, and the wealth of data generated and information exchange among these devices. As such, it appeals to various user groups, such as engineers trying to solve problems in their own domains using Enterprise IoT, academics interested in gaining a better understanding of applications of IoT in large-scale enterprises, and researchers wanting to contribute to the ever-growing and complex area of IoT.

Telecommunication companies deliver digital bits to the customers for a fee. There are two kinds of bits: "fast and faster dumb bits" which is capital intensive with low margins, and "intelligent bits" with additional content component and with higher margin. Traditional Communication Service Providers (CSPs) have gone through transformation after transformation over the past several decades. All past transformations have had one thing in common, that is the delivery of faster dumb bits, leveraging the technology evolution from analog to digital, to wireless, to IP. The next wave of transformations will be very different, we call it extreme transformation, in that the CSPs have to become a Digital Service Provider (DSP) to stay relevant. In the DSP world, with billions of sensors and IoT devices, digital lifestyle will be enabled by data mining and analytics, leading to decision making, and entertainment. The extreme transformation from a CSP to a DSP status is covered in this book, specifically: Redefinition of the offerings of "connectivity services" to "digital services"; unification of legacy redundant networks into one; Redefinition of the measurements to customer-centric QoE for all digital and connectivity services; the Best-in-Industry processes and practices to ensure a sustainable network performance at a competitively operational efficiency; a Service-over-IP (SoIP) platform to enable the introduction of unified new services with a time-to-market urgency; the regulatory arrangement for content purification, to liberalize CSPs to become DSPs; an architecture for data mining and analytics; and a migration plan from a CSP to a DSP status. The book is recommended for telecom and digital service professionals planning to embark on transformational projects; telecom and technology equipment manufacturers to help with product development for a DSP status; institutional investors to evaluate and establish their investment decisions; telecom management consultants to help with a solid benchmark for transformation engagement; university students, majoring in telecommunication and technology products as a guide for career planning.

THE NEW ADVANCED SOCIETY Included in this book are the fundamentals of Society 5.0, artificial intelligence, and the industrial Internet of Things, featuring their working principles and application in different sectors. A 360-degree view of the different dimensions of the digital revolution is presented in this book, including the various industries transforming industrial manufacturing, the security and challenges ahead, and the far-reaching implications for society and the economy. The main objective of this edited book is to cover the impact that the new advanced society has on several platforms such as smart manufacturing systems, where artificial intelligence can be integrated with existing systems to make them smart, new business models and strategies, where anything and everything is possible through the internet and cloud, smart food chain systems, where food products can be delivered to any corner of the world at any time and in any situation, smart transport systems in which robots and self-driven cars are taking the lead, advances in security systems to assure people of their privacy and safety, and smart healthcare systems, where biochips can be incorporated into the human body to predict deadly diseases at early stages. Finally, it can be understood that the social reformation of Society 5.0 will lead to a society where every person leads an active and healthy life. Audience The targeted audience for this book includes research scholars and industry engineers in artificial intelligence and information technology, engineering students, cybersecurity experts, government research agencies and policymakers, business leaders, and entrepreneurs. Sandeep Kumar Panda, PhD is an associate professor in the Department of Data Science and Artificial Intelligence at IcfaiTech (Faculty of Science and Technology), ICFAI Foundation for Higher Education, Hyderabad. His research areas include artificial intelligence, IoT, blockchain technology, cloud computing, cryptography, computational intelligence, and software engineering. Ramesh Kumar Mohapatra, PhD is an assistant professor in the Department of Computer Science and Engineering, National Institute of Technology, Rourkela, Odisha, India. His research interests include optical character recognition, document image analysis, video processing, secure computing, and machine learning. Subhrakanta Panda, PhD is an assistant professor in the Department of Computer Science and Information Systems, BITS-PILANI, Hyderabad Campus, Jawahar Nagar, Hyderabad, India. His research interests include social network analysis, cloud computing, security testing, and blockchain. S. Balamurugan, PhD is the Director of Research and Development, Intelligent Research Consultancy Services (IRCS), Coimbatore, Tamilnadu, India. He is also Director of the Albert Einstein Engineering and Research Labs (AEER Labs), as well as Vice-Chairman, Renewable Energy Society of India (RESI), India. He has published 45 books, 200+ international journals/ conferences, and 35 patents.

The Future Is Smart

The Amazon Way on IoT

AWS Certified Developer Official Study Guide, Associate Exam

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Associate (DVA-C01) Exam

Future Access Enablers for Ubiquitous and Intelligent Infrastructures

How it Works and Creates Value

"Less is more" may be good advice for many efforts, but it is terrible advice when it comes to customer experience. Brands that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before. Companies that embrace a "more is more" philosophy work harder and go further to ensure that their customers have a positive experience: they do this through customer-focused strategies and leader customer will fare in every scenario. Customer experience guru Blake Morgan walks you through the D.O.M.O.R.E. concepts that set businesses up for success by emphasizing the importance of relationships. Companies that do more: Design something special Offer a strong employee experience Modernize with technology Obsess over the customer Reward responsibility and accountability Embrace disruption and innovation More Is More offers practical advice for building or improving your own organization. Time is of the essence: your customers are not willing to wait for you to get the customer experience right. Outlining the key areas you need to address immediately, More Is More will help you weather external changes, remain relevant, and thrive in today's ever-changing business landscape.

Who benefits from smart technology? Whose interests are served when we trade our personal data for convenience and connectivity? Smart technology is everywhere: smart umbrellas that light up when rain is in the forecast; smart cars that relieve drivers of the drudgery of driving; smart toothbrushes that send your dental hygiene details to the cloud. Nothing is safe from smartification. In Too Smart, Jathan Sadowski looks at the proliferation of smart stuff in our lives and asks: convenience and connectivity—is worth it. Who benefits from smart technology? Sadowski explains how data, once the purview of researchers and policy wonks, has become a form of capital. Smart technology, he argues, is driven by the dual imperatives of digital capitalism: extracting data from, and expanding control over, everything and everybody. He looks at three domains colonized by smart technologies' collection and control systems: the smart self, the smart home, and the smart city. More Is More walks and calories burned: it raises questions about what others do with our data and how they direct our behavior—whether or not we want them to. The smart home collects data about our habits that offer business a window into our domestic spaces. And the smart city, where these systems have space to grow, offers military-grade surveillance capabilities to local authorities. Technology gets smart from our data. We may enjoy the conveniences we get in return (the refr

Global Marketing Management, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The author provides relevant current trends based on information from marketing executives and academic researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the drastic changes the global economy has undergone, the explosive growth of information technology, and the various consequences of corporate action such as environmental pollution, substandard food safety, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom participation and strengthen student learning.

The time is right for this all-new survey of the library technology that's already transitioning from trend to everyday reality. As in the previous best-selling volume, Varnum and his contributors throw the spotlight on the systems, software, and approaches most crucial to the knowledge institutions of tomorrow. Inside, readers will find concise information and analysis on topics such as mobile technologies; privacy-protection technology tools; the Internet of Things (IoT); virtual reality; digital humanities; digital libraries; libraries as digital humanities enablers; visualizations in discovery systems; linked open data; embeddedness and Learning Tools Interoperability (LTI); special collections and digital publishing; link rot, web archiving, and the future of the Distributed Web; and digital repositories. Sure to spark discussions about library innovation, this collection is a must have for staff interested in technology or involved with strategic planning.

A 360-Degree View of IoT Technologies

Challenges and Opportunities for the Convergence of IoT, Big Data, and Cloud Computing