Daugherty Business Solutions Wiki

Reinventing Fire Good to Great The Design of Business Fowler <u>Beginning SharePoint 2013 Building Business Solutions eBook and SharePoint-videos.com Bundle</u> <u>Wikipatterns</u> WIKI <u>Harnessing Social Media as a Knowledge Management Tool</u> <u>Business Model Generation</u> Business Web Strategy: Design, Alignment, and Application The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management Wikipedia Information Systems Reengineering for Modern Business Systems: ERP, Supply Chain and E-Commerce Management Solutions E-transit <u>Leadership in a Wiki World</u> International Online Information Meeting The World Is Flat [Further Updated and Expanded; Release 3.0] Aligning Enterprise, System, and Software Architectures Social Knowledge: Using Social Media to Know What You Know Online Communication and Collaboration Web 2.0 Knowledge Technologies and the Enterprise Beginning SharePoint 2010 <u>Wikibook of Health Informatics</u> <u>Encyclopedia of Information Science and Technology</u> War is a Racket Knowledge Discovery, Knowledge Engineering and Knowledge Management <u>The Handbook of Journal Publishing</u> Open Source Software in Life Science Research Social Computing Theory and Practice: Interdisciplinary Approaches Guerrilla Social Media Marketing Beginning SharePoint 2013 Social Media Strategy Enterprise Integration Patterns The Challenger Sale <u>InfoWorld</u> <u>America's Food</u> <u>Wiki</u> Amusing Ourselves to Death <u>The Social Semantic Web</u> Computational Linguistics and Intelligent Text Processing

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<u>*The Social Semantic Web*</u> *Jul 18 2019 The Social Web (including services such as MySpace, Flickr, last.fm, and WordPress) has captured the attention of millions of users as well as billions of dollars in investment and acquisition. Social websites, evolving around the connections between people and their objects of interest, are encountering boundaries in the areas of information integration, dissemination, reuse, portability, searchability, automation and demanding tasks like querying. The Semantic Web is an ideal platform for interlinking and performing operations on diverse person- and object-related data available from the Social Web, and has produced a variety of approaches to overcome the boundaries being experienced in Social Web application areas. After a short overview of both the Social Web and the Semantic Web, Breslin et al. describe some popular social media and social networking applications, list their strengths and limitations, and describe some applications of Semantic Web technology to address their current shortcomings by enhancing them with semantics. Across these social websites, they demonstrate a twofold approach for interconnecting the islands that are social websites with semantic technologies, and for powering semantic applications with rich community-created content. They conclude with observations on how the application of Semantic Web technologies to the Social Web is leading towards the "Social Semantic Web" (sometimes also called "Web 3.0"), forming a network of interlinked and semantically-rich content and knowledge. The book is intended for computer science professionals, researchers, and graduates interested in understanding the technologies and research issues involved in applying Semantic Web technologies to social software. Practitioners and developers interested in applications such as blogs, social networks or wikis will also learn about methods for increasing the levels of automation in these forms of Web communication.*
International Online Information Meeting Jul 10 2021
Aligning Enterprise, System, and Software Architectures May 08 2021 "This book covers both theoretical approaches and practical solutions in the processes for aligning enterprise, systems, and software architectures"--Provided by publisher.
The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management Dec 15 2021 The discipline of technology management focuses on the scientific, engineering, and management issues related to the commercial introduction of new technologies. Although more than thirty U.S. universities offer PhD programs in the subject, there has never been a single comprehensive resource dedicated to technology management. "The Handbook of Technology Management" fills that gap with coverage of all the core topics and applications in the field. Edited by the renowned Doctor Hossein Bidgoli, the three volumes here include all the basics for students, educators, and practitioners
Open Source Software in Life Science Research Jun 28 2020 The free/open source approach has grown from a minor activity to become a significant producer of robust, task-orientated software for a wide variety of situations and applications. To life science informatics groups, these systems present an appealing proposition - high quality software at a very attractive price. Open source software in life science research considers how industry and applied research groups have embraced these resources, discussing practical implementations that address real-world business problems. The book is divided into four parts. Part one looks at laboratory data management and chemical informatics, covering software such as Bioclipse, OpenTox, ImageJ and KNIME. In part two, the focus turns to genomics and bioinformatics tools, with chapters examining GenomicsTools and EBI Atlas software, as well as the practicalities of setting up an 'omics' platform and managing large volumes of data. Chapters in part three examine information and knowledge management, covering a range of topics including software for web-based collaboration, open source search and visualisation technologies for scientific business applications, and specific software such as DesignTracker and Utopia Documents. Part four looks at semantic

technologies such as Semantic MediaWiki, TripleMap and Chem2Bio2RDF, before part five examines clinical analytics, and validation and regulatory compliance of free/open source software. Finally, the book concludes by looking at future perspectives and the economics and free/open source software in industry. Discusses a broad range of applications from a variety of sectors Provides a unique perspective on work normally performed behind closed doors Highlights the criteria used to compare and assess different approaches to solving problems

Knowledge Discovery, Knowledge Engineering and Knowledge Management Aug 31 2020 This book constitutes the thoroughly refereed post-conference proceedings of the First International Joint Conference on Knowledge Discovery, Knowledge Engineering, and Knowledge Management, IC3K 2009, held in Funchal, Madeira, Portugal, in October 2009. This book includes revised and extended versions of a strict selection of the best papers presented at the conference; 27 revised full papers together with 3 invited lectures were carefully reviewed and selected from 369 submissions. According to the three covered conferences KDIR 2009, KEOD 2009, and KMIS 2009, the papers are organized in topical sections on on knowledge discovery and information retrieval, knowledge engineering and ontology development, and on knowledge management and information sharing.

Beginning SharePoint 2013 Building Business Solutions eBook and SharePoint-videos.com Bundle *Jun 21 2022 Learn to build business solutions with SharePoint 2013 Now in its third edition, this perennial bestseller features a complete overhaul for the latest version of SharePoint. A must-have for building business solutions in SharePoint, real-world scenarios address critical information management problems and detailed descriptions explain how to efficiently and successfully handle these challenges. Plus, best practices for configuration and customization round out the coverage of getting started with SharePoint 2013 so that you can confidently make this platform work for your business.*

Information Systems Reengineering for Modern Business Systems: ERP, Supply Chain and E-Commerce Management Solutions Oct 13 2021 Businesses must constantly adapt to a dynamically changing environment that requires choosing an adaptive and dynamic information architecture that has the flexibility to support both changes in the business environment and changes in technology. In general, information systems reengineering has the objective of extracting the contents, data structures, and flow of data and process contained within existing legacy systems in order to reconstitute them into a new form for subsequent implementation. Information Systems Reengineering for Modern Business Systems: ERP, Supply Chain and E-Commerce Management Solutions covers different techniques that could be used in industry in order to reengineer business processes and legacy systems into more flexible systems capable of supporting modern trends such as Enterprise Resource Planning (ERP), supply chain management systems and e-commerce. This reference book also covers other issues related to the reengineering of legacy systems, which include risk management and obsolescence management of requirements.

Social Computing Theory and Practice: Interdisciplinary Approaches May 28 2020 "This book offers a holistic approach to social computing with respect to the underlying theory, technology and mechanisms, as well as the challenges, opportunities and impact of social computing to any application area"--Provided by publisher.

Leadership in a Wiki World *Aug 11 2021 Rod Collins is the Director of Innovation at Optimity Advisors, a national management consulting firm, and a leading expert on the next generation of business management. In the age of speed we live in, new rules emerge at a breakneck pace. As a leader, you can either be blindsided by these new rules or let Rod Collins book give you a welcome heads-up and head start! Vince Poscente, author of the NY Times Bestseller The Age of Speed Rod Collins has written an engaging and insightful book that clearly answers the question of how the principles of complexity theory can be practically applied to leading large organizations. Leadership in a Wiki World is a timely and highly readable guide that shows business leaders how they can use the rich reservoir of their collective knowledge to meet the challenges of an increasingly complex world. Lisa Kimball, President, Plexus Institute Leadership in a Wiki World provides tremendous insight into how to lead and manage complex, multipartner, large scale business enterprises. Rod Collins experience as one of the key leaders within the Blues and his accomplishments as the chief operating executive of the single largest employer health plan in the world prepared him well to offer the insights captured in this book. If you want to know what the future of management looks like, I strongly encourage you to read this book. Steven S. Martin, Chairman, Board of Managers of the Blue Cross Blue Shield Federal Employee Program, and President & CEO, Blue Cross Blue Shield of Nebraska There s a revolution brewing that is about to end the world of work as we know it. We are fast approaching a tipping point where new capacities for mass collaboration will completely redefine the work we do and the way we work. Technological innovations now make it possible for large numbers of people to work together without going through a central organization and they can do it smarter, faster, and cheaper. Discover the revolutionary business opportunities created by today s unprecedented business realities and learn: Why a 19th century management model is unsustainable in a digital world How business leaders are resetting management practices to create smarter and faster companies How companies are gaining access to the most untapped free resource in every organization to catapult their business performance. Leadership in a Wiki World is a practical guide to the principles and practices of wiki-management, the proven management solution for business leaders who understand that managing great change is only possible if we change how we manage."*

Social Knowledge: Using Social Media to Know What You Know Apr 07 2021 "This book provides relevant theoretical frameworks, latest empirical research findings, and practitioners' best practices social knowledge, for improving understanding of the strategic role of social knowledge in business, government, or non-profit sectors"--Provided by publisher.

Business Model Generation *Feb 17 2022 Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way,*

you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

America's Food Oct 21 2019 The complete story of what we don't know, and what we should know, about American food production and its effect on health and the environment. We don't think much about how food gets to our tables, or what had to happen to fill our supermarket's produce section with perfectly round red tomatoes and its meat counter with slabs of beautifully marbled steak. We don't realize that the meat in one fast-food hamburger may come from a thousand different cattle raised in five different countries. In fact, most of us have a fairly abstract understanding of what happens on a farm. In America's Food, Harvey Blatt gives us the specifics. He tells us, for example, that a third of the fruits and vegetables grown are discarded for purely aesthetic reasons; that the artificial fertilizers used to enrich our depleted soil contain poisonous heavy metals; that chickens who stand all day on wire in cages choose feed with pain-killing drugs over feed without them; and that the average American eats his or her body weight in food additives each year. Blatt also asks us to think about the consequences of eating food so far removed from agriculture; why unhealthy food is cheap; why there is an International Federation of Competitive Eating; what we don't want to know about how animals raised for meat live, die, and are butchered; whether people are even designed to be carnivorous; and why there is hunger when food production has increased so dramatically. America's Food describes the production of all types of food in the United States and the environmental and health problems associated with each. After taking us on a tour of the American food system—not only the basic food groups but soil, grain farming, organic food, genetically modified food, food processing, and diet—Blatt reminds us that we aren't powerless. Once we know the facts about food in America, we can change things by the choices we make as consumers, as voters, and as ethical human beings

Guerrilla Social Media Marketing Apr 26 2020 Equipping you with action plans, implementation steps and more than 100 marketing weapons, Jay Conrad Levinson, The Father of Guerrilla Marketing, and social media expert Shane Gibson teach you how to combine the timeless principles of guerrilla marketing with the latest social media applications and networks. Discarding overwhelming statistics, buzzwords and acronyms, Levinson and Gibson provide a step-by-step social media attack plan. Following their take-no-prisoners guerilla approach, you'll learn how to identify unconventional social media opportunities, engage customers, motivate action, and capture profits away from your competitors. Includes: • 19 secrets every guerrilla social media marketer needs to know • The Guerrilla Social Media Toolkit • The Seven-Sentence Social Media Attack Plan • 22-point social site and blog checklist • 20 types of ROI • Free guerrilla intelligence tools • Future social media weapons that are worth knowing about • And more! This is THE social media guerrilla's go-to guide—learn how to employ a social media plan that earns attention—and profits!

Encyclopedia of Information Science and Technology Nov 02 2020 "This set of books represents a detailed compendium of authoritative, research-based entries that define the contemporary state of knowledge on technology"--Provided by publisher.

InfoWorld Nov 21 2019 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Wikibook of Health Informatics Dec 03 2020

Business Web Strategy: Design, Alignment, and Application Jan 16 2022 "This book addresses the gap in business Web strategy through a collection of concentrated managerial issues, gathering the latest theoretical frameworks, case studies, and research pertaining to maximizing the power of the Web"--Provided by publisher.

E-transit Sep 12 2021

Wikipatterns May 20 2022 This book provides practical, proven advice for encouraging adoption of your wiki project and growing it into a useful collaboration tool or vibrant online community Gives wiki users a toolbox of thriving wiki patterns, which enable newcomers to avoid making common mistakes or fumbling around for the solutions to the same problems as their predecessors Explains the major stages of wiki adoption and explores patterns that apply to each stage Presents concrete, proven examples of techniques that have helped people grow vibrant collaborative communities and change the way they work for the better Reviews the overall process, including setting up initial content, encouraging people to contribute, dealing with disruptive elements, fixing typos and broken links, making sure pages are in their correct categories, and more

Computational Linguistics and Intelligent Text Processing Jun 16 2019 This book constitutes the refereed proceedings of the 8th International Conference on Computational Linguistics and Intelligent Text Processing, CICLing 2007, held in Mexico City, Mexico in February 2007. The 53 revised full papers presented together with 3 invited papers cover all current issues in computational linguistics research and present intelligent text processing applications.

The World Is Flat [Further Updated and Expanded; Release 3.0] Jun 09 2021 This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

Beginning SharePoint 2013 Mar 26 2020 Learn to build business solutions with SharePoint2013 Now in its third edition, this perennial bestseller features acomplete overhaul for the latest version of SharePoint. A must-havefor building business solutions in SharePoint, real-world scenariosaddress critical information management problems and detaileddescriptions explain how to efficiently and successfully handlethese challenges. Plus, best practices for configuration andcustomization round out the coverage of getting started withSharePoint 2013 so that you can confidently make this platform workfor your business today. Examines product functionality alongside realistic scenarios toprovide you with contextual relevance Addresses managing permissions, reporting in SharePoint, andworking with access services Offers updated content on working with lists, libraries,workflow, content types, and web parts Reviews social features, forms management, businessconnectivity services, and more Beginning SharePoint 2013 is an ideal introduction to thelatest iteration of this popular content management provider.

Fowler Jul 22 2022 The practice of enterprise application development has benefited from the emergence of many new enabling

technologies. Multi-tiered object-oriented platforms, such as Java and .NET, have become commonplace. These new tools and technologies are capable of building powerful applications, but they are not easily implemented. Common failures in enterprise applications often occur because their developers do not understand the architectural lessons that experienced object developers have learned. Patterns of Enterprise Application Architecture is written in direct response to the stiff challenges that face enterprise application developers. The author, noted object-oriented designer Martin Fowler, noticed that despite changes in technology--from Smalltalk to CORBA to Java to .NET--the same basic design ideas can be adapted and applied to solve common problems. With the help of an expert group of contributors, Martin distills over forty recurring solutions into patterns. The result is an indispensable handbook of solutions that are applicable to any enterprise application platform. This book is actually two books in one. The first section is a short tutorial on developing enterprise applications, which you can read from start to finish to understand the scope of the book's lessons. The next section, the bulk of the book, is a detailed reference to the patterns themselves. Each pattern provides usage and implementation information, as well as detailed code examples in Java or C#. The entire book is also richly illustrated with UML diagrams to further explain the concepts. Armed with this book, you will have the knowledge necessary to make important architectural decisions about building an enterprise application and the proven patterns for use when building them. The topics covered include · Dividing an enterprise application into layers · The major approaches to organizing business logic · An in-depth treatment of mapping between objects and relational databases · Using Model-View-Controller to organize a Web presentation · Handling concurrency for data that spans multiple transactions · Designing distributed object interfaces

WIKI Apr 19 2022 WIKI: Grow Your Own for Fun and Profit introduces the concept of wikis, and shows why they are becoming the must-have communications and collaboration technology for businesses of any size. Using a garden as a metaphor, Alan J. Porter shows you step-by-step how to select wiki software, get started, overcome resistance to wikis, maintain your wiki, and use your wiki for internal collaboration, project planning, communication with your customers, and more. Includes five case studies that highlight the ways companies are using wikis to solve business and communication problems, increase efficiency, and improve customer satisfaction. Inside the Book A Brief History of Collaboration Defining the Wiki Planting the Seed First Growth Maintaining the Garden Landscaping Harvesting the Information A Wiki Checklist Notes on Popular Wiki Software Resources and Index

The Handbook of Journal Publishing Jul 30 2020 An up-to-date and comprehensive handbook written by experienced professionals, covering all aspects of journal publishing, both online and in print.

Social Media Strategy Feb 23 2020 Social Media Strategy, Second Edition is a guide to marketing, advertising, and public relations in a world of social media-empowered consumers. The new edition emphasizes connections in all areas of integrated marketing and adds a new chapter on law. Fully updated real world examples and statistics make it a highly accessible text for students.

Wiki Sep 19 2019 A book about wikis! That's what people need. Because with wiki technology, lots of people can freely work - gether – they can even generate very large works in the intellectual realm. See for yourself: Today, we still marvel at our massive church buildings, each c- structed over a period of centuries, requiring an immense amount of labor and often bearing the cultural stamp of all of the epochs during which it was created. Someone just has to begin by placing stone upon stone and motivate the people nearby to help out a bit. In places where such enthusiastic fellow men and women lend a hand and donate materials, great things can emerge. And where they are absent? Either scant ruins remain, or the iron will of a pharaoh is - quired, an army of drivers, the sweat of a people and a mountain of gold. Great things can also be created in that way – take the Py- mids: a clear concept, no blending of styles, pure will. Those are two very different paths. The one entails passionate people devotedly building something together for the common good; the other: a single will manages a variety of resources to achieve a set goal. Wikis are tools with which lots of people with a minimum of - ganization, planning, money and time can create something together and communicate with each other from several scattered computers or over the Internet.

Wikipedia Nov 14 2021 Opbygget efter princippet om Open Source. Alle kan skrive nye opslagsord og forklaringer ind i leksikonnet, der således hele tiden er under udvikling. Findes på mange sprog, bl.a.

War is a Racket Oct 01 2020 War Is a Racket is a speech and a 1935 short book, by Smedley D. Butler, a retired United States Marine Corps Major General and two-time Medal of Honor recipient. Based on his career military experience, Butler frankly discusses how business interests commercially benefit (including war profiteering) from warfare. He had been appointed commanding officer of the Gendarmerie during the United States occupation of Haiti, which lasted from 1915 to 1934.

Enterprise Integration Patterns Jan 24 2020

Web 2.0 Knowledge Technologies and the Enterprise Feb 05 2021 Whilst enterprise technology departments have been steadily building their information and knowledge management portfolios, the Internet has generated new sets of tools and capabilities which provide opportunities and challenges for improving and enriching knowledge work. This book fills the gap between strategy and technology by focussing upon the functional capabilities of Web 2.0 in corporate environments and matching these to specific types of information requirement and behaviour. It takes a resource based view of the firm: why and how can the knowledge capabilities and information assets of organisations be better leveraged using Web 2.0 tools? Identifying the underlying benefits requires the use of frameworks beyond profitability and cost control. Some of these perspectives are not in the usual business vocabulary, but when applied, demonstrate the role that can be played by Web 2.0, how to manage towards these and how to assess success. Transactive memory systems, social uncertainty, identity theory, network dynamics, complexity theory, organisational memory and the demographics of inter- generational change are not part of normal business parlance but can be used to clarify Web 2.0 application and potentiality. Written by a well-respected practitioner and academic Draws on the author's practical experience as a technology developer, designer, senior manager and researcher Provides approaches to understanding and tackling real-world problems

Reinventing Fire Oct 25 2022 Oil and coal have built our civilisation, created our wealth and enriched the lives of billions. Yet their rising costs to our security, economy, health and environment are starting to outweigh their benefits. Moreover, the tipping point where alternatives work better and compete purely on cost is not decades in the future - it is here and now. And that tipping point has become the

fulcrum of economic transformation. In Reinventing Fire, Amory Lovins and the Rocky Mountain Institute offer a new vision to revitalise business models and win the clean energy race - not forced by public policy but led by business for long-term advantage. This independent and rigorous account offers market-based solutions integrating transportation, buildings, industry and electricity. It maps pathways for running a 158%-bigger US economy in 2050 but needing no oil, no coal, no nuclear energy, one-third less natural gas and no new inventions. This transition would cost $5 trillion less than business-as-usual - without counting fossil fuels' huge hidden costs. Whether you care most about profits and jobs, or national security, or environmental stewardship, climate, and health, Reinventing Fire makes sense. It's a story of astounding opportunities for creating the new energy era. -- Publisher description.

Harnessing Social Media as a Knowledge Management Tool Mar 18 2022 Knowledge is a valuable resource that must be managed well for any organization to thrive. Proper knowledge management practices can improve business processes by creating value, however, the available tools meant to aid in the creation, collection, and storage of information have drastically changed since the emergence of social media. By using this collaborative online application for engaging with information, organizations are able to precisely disseminate knowledge to the correct audience. Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits, opportunities and challenges that are encountered in using and implementing social media. This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective. This book elucidates emerging strategies perfect for policy makers, managers, advertisers, academics, students, and organizations who wish to effectively manage knowledge through social media.

Beginning SharePoint 2010 Jan 04 2021 Two SharePoint MVPs provide the ultimate introduction to SharePoint 2010 Beginning SharePoint 2010: Building Team Solutions with SharePoint provides information workers and site managers with extensive knowledge and expert advice, empowering them to become SharePoint champions within their organizations. Provides expansive coverage of SharePoint topics, as well as specialty areas such as forms, excel services, records management, and web content management Details realistic usage scenarios, and includes practice examples that highlight best practices for configuration and customization Includes detailed descriptions and illustrations of SharePoint's functionality Designed to mentor and coach business and technical leaders on the use of SharePoint in addressing critical information management problems within their organizations, Beginning SharePoint 2010 is sure to become the premiere handbook for any active or aspiring SharePoint expert.

The Challenger Sale Dec 23 2019 What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Online Communication and Collaboration Mar 06 2021 Communication and collaboration via the Internet has risen to great prominence in recent years, especially with the rise of social networking, Web 2.0 and virtual worlds. Many interesting and worthwhile studies have been conducted on the technology involved and the way it is used and shaped by its user communities. From some of the more popular coverage of these interactions, it might be thought that these are new phenomena. However, they draw on a rich heritage of technologies and interactions. Online communication and collaboration presents a very timely set of articles that cover a range of different perspectives upon these themes, both classic and contemporary. It is unusually broad in the range of technologies it considers - many books on these topics cover only a few forms of collaboration technology - and in considering well-established technologies as well as recent ones. It blends academic and popular articles to combine scholarly rigour with readability. The book is divided into eight sections, covering the foundations of online communication and collaboration, together with current collaboration technologies such as wikis, instant messaging, virtual worlds and social network sites. These modern communication tools are considered in terms of their interactions but also looking back at lessons to be learnt from their technological 'ancestors'. The book also contains an extended case study of online collaboration, taking open-source software as its example. Online communication and collaboration will be of relevance in a wide range of higher education courses in fields related to soft computing, information systems, cultural and media studies, and communications theory.

Amusing Ourselves to Death Aug 19 2019 Examines the effects of television culture on how we conduct our public affairs and how "entertainment values" corrupt the way we think.

The Design of Business Aug 23 2022 Most companies today have innovation envy. Many make genuine efforts to be innovative: they spend on R & D, bring in creative designers, hire innovation consultants; but they still get disappointing results. Roger Martin argues that to innovate and win, companies need 'design thinking'.

Good to Great Sep 24 2022 The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning.

But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?