

How They Started

DIGITAL

How 25 good ideas became
spectacular digital businesses

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Edited by David Lester

How They Started Digital

David Lester



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Asylees' ICT and Digital Media Usage Katrin Scheibe, Franziska Zimmer, 2022-03-07 By the time refugees flee from

their home country they likewise leave behind their former life their relatives and acquaintances Building a new life in their country of destination requires them to learn a foreign language and adjust to a new culture Obviously their information behavior as well as ICT and digital media usage adapt to these challenging circumstances What kind of information are refugees looking for Who do they communicate with What ICT social and digital media do they apply What are their motives to use particular devices or services from Facebook and WhatsApp to YouTube and TikTok Are gender as well as age dependent differences to be observed To answer these questions data have been collected through an online questionnaire interviews as well as a content analysis of an online platform for refugees

Digital Consumer Management Emmanuel Mogaji, 2023-10-31 Integrating consumer behaviour digital marketing digital platform management web analytics and marketing insights Digital Consumer Management provides a holistic understanding from a brand perspective of the management of consumers and consumption in the digital ecosystem Chapters explore the key stakeholders in platform management the multiple types of platforms used by brands the various consumer brand touchpoints how the platforms are developed and with what goals in mind managing consumer engagement and activities on these platforms how the platforms are regulated and the dark side of digital consumption Theory is brought to life by practical examples and case studies from across sectors and reflective questions and activities allow students to critically reflect on their learning Providing a comprehensive picture of digital consumption activities digital consumer behaviour across platforms and how brands can manage and engage with the digital consumer this text works as core and recommended reading for students studying digital consumer behaviour digital marketing and marketing management Accompanying online resources include PowerPoint slides and an instructor's manual

The Digital Frontier Ajay Sohoni, 2021-08-09 Discover how to move forward with your own company's digital transformation with this accessible new resource from a global leader in his field In The Digital Frontier experienced executive and distinguished author Ajay Sohoni delivers a relatable and readable reference for corporate executives who need the knowledge and confidence to build lasting digital change within their enterprise From marketing to commercial supply chain and finance the book offers actionable insights in an accessible format full of anecdotes humor and case examples You'll learn which areas to focus on and which not to worry about as you craft your own custom transformation journey In the book you'll also find A demystification of the startup world for executives and an explanation of why unicorns exist and so often ultimately fail A detailed description of the digital transformation gripping companies across a variety of industries in functional areas including advertising engagement commerce product development manufacturing and corporate functions A simplified 4 stage framework for companies to start from scratch and build valuable use cases Perfect for executives in consumer facing companies corporate managers and leaders business unit heads and management teams The Digital Frontier is also an indispensable guide for digital non natives trying to make sense of and keep up with the rapidly changing world around them

Going Digital in Student Leadership Josie Ahlquist, Lisa Endersby, 2017-03-06

Educators do you want to be better prepared for the unique opportunities and challenges inherent in this digital age This volume covers topics such as How technology has impacted leadership development both in traditional leadership development models and by advancements in digital tools platforms and devices The intersections of student leadership development leadership identity and social media A model for exploring and teaching digital citizenship across P 20 curriculums Preparing practitioners to support and educate students in the complex spaces of activism in the digital age The influence of technology and digital tools in defining and developing relevant skills in student leaders An expanded mindset for career and professional development in the digital workplace This volume include timely discussions on technology trends and tools and how leadership educators need to integrate digital tools into their practice pedagogy and curriculum It explores the complex intersections of leadership in the digital age both for students learning to lead and the educators guiding their learning and development The Jossey Bass quarterly report series New Directions for Student Leadership explores leadership concepts and pedagogical topics of interest to high school and college leadership educators Issues are grounded in scholarship and feature practical applications and best practices in youth and adult leadership education

Handbook of Research on Literacy and Digital Technology Integration in Teacher Education Keengwe, Jared, Onchwari, Grace, 2019-11-15 With widespread testing and standards driven curriculum and accountability pressure in public schools teachers are expected to be highly skilled practitioners There is a pressing need for college faculty to prepare current and future teachers for the demands of modern classrooms and to address the academic readiness skills of their students to succeed in their programs The Handbook of Research on Literacy and Digital Technology Integration in Teacher Education is an essential academic publication that provides comprehensive research on the influence of standards driven education on educators and educator preparation as well as the applications of technology for the preparation of teachers Featuring a wide range of topics such as academic success professional development and teacher education this book is essential for academicians educators administrators educational software developers IT consultants researchers professionals students and curriculum designers

Understanding The Everyday Digital Lives of Children and Young People Halla Holmarsdottir, Idunn Seland, Christer Hyggen, Maria Roth, 2024-02-29 This Open Access book presents an in depth portrait of the use and impact of digital technologies by learners ages 5 18 years in their everyday lives The portrait is framed by the ecological systems theory and situated across four domains home leisure time education and civic participation Various methodological approaches are used in innovative ways to analyze data collected in a large scale EU Horizon 2020 project The purpose of this edited collection is to shed light on both beneficial and harmful effects of digital technology from a perspective that children are active agents who are empowered to accentuate the positives of digital technology use and over common challenges that inhibit digital competence with support from education stakeholders This is an open access book

The Digital Era 2 Jean-Pierre Chamoux, 2019-05-29 Over 200 years industry has mastered iron fire power and energy

Today electronics shape our everyday objects with the widespread integration of chips from computers and telephones to keys games and white goods Data software and computation structure our behavior and the organization of our lives Everything is translated into data the digit is king Consisting of three volumes The Digital Era explores technical economic and social phenomena that result from the generalization of the Internet This second volume discusses the impact of digital technology on the evolution of market relations and the media and examines the reasons why such changes put political economy to the test

Digital You William Arruda,2019-10-01 What s your story The most successful brands aren t created they are unearthed Successful branding is based on authenticity So how do you reveal your own brand First by searching yourself for answers to questions like these What do you do better than anyone What are you most proud of What makes you lose track of time In Digital You Real Personal Branding in the Virtual Age branding authority William Arruda describes the 21st century world of personal branding and guides you to define express and expand your personal brand for the virtual world Branding is not about being famous Arruda explains it s about being selectively famous It s about more than social media excess When you understand the true value of personal branding you can use it as a serious career development strategy Digital You offers a deep dive to understanding and defining your unique promise of value making a great first impression mastering multimedia and ultimately expanding your network and promoting thought leadership You ll learn how to develop design and sustain a personal brand throughout the fluid movements of any career Understand how to be clear about your digital brand and your unique promise of value so you can increase your success and happiness at work and in life It s time to stop worrying about career extinction and start crafting a brand of distinction

Understanding and Creating Digital Texts Richard Beach,Chris M. Anson, Lee-Ann Kastman Breuch,Thomas Reynolds,2014-10-16 Given the increased use of digital reading and writing tools in the classroom this book provides secondary and college English language arts teachers with activities and classroom examples for using a range of different digital tools blogs wikis websites annotations Twitter mapping forum discussions etc to engage students in understanding and creating digital texts It therefore integrates reading and writing instruction through goal driven activities supported by uses and affordances of digital tools This book also provides a framework for designing these activities that encourage students to define purpose and audience make connections between digital texts and people collaborate with others employ alternative modes of communication and gain new perspectives and constructing identities practices that are linked to addressing the high school English Language Arts Common Core State Standards The book also describes ways to use digital tools to support these practices for example using digital tools to foster students collaborative reading and writing The book also describes use of digital feedback and e portfolio tools to foster students reflection on their uses of these practices

50 Digital Team-Building Games John Chen,2012-05-01 Use technology to increase loyalty and productivity in your employees 50 Digital Team Building Games offers fun energizing meeting openers team activities and group adventures for business teams using Twitter GPS Facebook

smartphones and other technology The games can be played in person or virtually and range from 5 minute ice breakers to an epic four hour GPS based adventure Designed to be lead by managers facilitators presenters and speakers the activities help teams and groups get comfortable with technology get to know each other better build trust improve communication and more No need to be a techie to lead these games they re simple and well scripted Author John Chen is the CEO of Geoteaming a company that uses technology and adventure to teach teams how to collaborate How to lead a simple fast fun team building activity with easy to follow instructions How to create successful virtual team building that requires NO travel and little to no additional expenses How to engage standoffish engineers hard to reach technical teams or Gen X Y teammates with technology they enjoy using Successful technology based team building can build buzz for your company build critically important relationships and communication internally and keep your team talking about it for weeks afterward

Digital Transformation Lindsay Herbert,2017-10-19 One book for the entire journey How to digitally transform your organization Innovation in the face of major external change is critical for any organization s success but attempting to do so often leads to more questions than actions Where do you start How do you get the right resources How should work be implemented What data should you measure For the first time these questions are answered in a single book that covers the end to end execution of digital transformation from leadership level strategy to on the ground team implementation With the biggest revelation of all Herbert argues being that true digital transformation only needs to happen once because at its core it means becoming more adaptive to change itself Featuring the how to of digital transformation devised from successes across every sector Herbert distils it into five actionable stages These stages act as a repeatable framework for continual innovation allowing you to produce results immediately and grow change incrementally across your organization In Digital Transformation Herbert draws on her own experiences in leading change and innovation programmes globally as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund Morgan Stanley Royal Caribbean Cruises the United Nations High Commission for Refugees the Rijksmuseum the American Cancer Society The Guardian Harvard University and many others

Digital Government Excellence Siim Sikkut,2022-06-06 How to lead the digital transformation of governments Digital Government Excellence Lessons from Effective Digital Leaders delivers a fascinating treatment of digital leadership as governments around the world start or restart the digital transformation of their work and service delivery The author provides a playbook on how to achieve digital excellence via interviews with 20 remarkable digital government leaders from around the world Each one offers insights on strategies for how to incorporate the best of digital into public services and practical tips on leading digital reforms and delivery teams The book also Explores how to begin the task of making all of government to go digital or go deeper and bolder in this direction including the first steps and beyond Highlights leadership styles and practices for effective and lasting delivery of digital strategies and reforms Provides food for thought about what it takes to be an impactful digital transformation leader in government and beyond The

book is ideal for Chief Digital Information Technology Officers or digital agency leaders in public service Digital Government Excellence is also an indispensable resource for any practitioner policymaker or political leader in governments at any level as well as any student or advisor of governments looking into how to deliver digital transformation in the public sector

Becoming a Graphic and Digital Designer Steven Heller, Veronique Vienne, 2015-04-27 Begin your graphic design career now with the guidance of industry experts *Becoming a Graphic and Digital Designer* is a single source guide to the myriad of options available to those pursuing a graphic design career With an emphasis on portfolio requirements and job opportunities this guide helps both students and individuals interested in entering the design field prepare for successful careers Coverage includes design inspiration design genres and design education with discussion of the specific career options available in print interactive and motion design Interviews with leading designers like Michael Bierut Stefan Sagmeister and Mirko Ilic give readers an insider's perspective on career trajectory and a glimpse into everyday operations and inspirations at a variety of companies and firms Design has become a multi platform activity that involves aesthetic creative and technical expertise *Becoming a Graphic and Digital Designer* shows readers that the field once known as graphic design is now richer and more inviting than ever before Learn how to think like a designer and approach projects systematically Discover the varied career options available within graphic design Gain insight from some of the leading designers in their fields Compile a portfolio optimized to your speciality of choice Graphic designers work appears in magazines advertisements video games movies exhibits computer programs packaging corporate materials and more Aspiring designers are sure to find their place in the industry regardless of specific interests *Becoming a Graphic and Digital Designer* provides a roadmap and compass for the journey which begins today

Digital Reading and Writing in Composition Studies Mary R. Lamb, Jennifer M. Parrott, 2019-03-13 As digital reading has become more productive and active the lines between reading and writing become more blurred This book offers both an exploration of collaborative reading and pedagogical strategies for teaching reading and writing that reflect the realities of digital literacies This edited scholarly collection offers strategies for teaching reading and writing that highlight the possibilities opportunities and complexities of digital literacies Part 1 explores reading and writing that happen digitally and offers frameworks for thinking about this process Part 2 focuses on strategies for the classroom by applying reading theories design principles and rhetorical concepts to instruction Part 3 introduces various disciplinary implications for this blended approach to writing instruction What is emerging is new theories and practices of reading in both print and digital spaces theories that account for how diverse student readers encounter and engage digital texts This collection contributes to this work by offering strategies for sustaining reading and cultivating writing in this landscape of changing digital literacies The book is essential for the professional development of beginning teachers who will appreciate the historical and bibliographic overview as well as classroom strategies and for busy veteran teachers who will gain updated knowledge and a renewed commitment to teaching an array of literacy skills It will be ideal for graduate

seminars in composition theory and pedagogy both undergraduate and graduate and teacher education courses and will be key reading for scholars in rhetoric and composition interested in composition history assessment communication studies and literature pedagogy *Leveraging Digital Innovation* Christoph Burger, Jens Weinmann, 2024-07-16 Digital technologies offer unprecedented opportunities for organizations to realize efficiency gains and explore new lines of business However their integration into existing corporate structures and routines hardly materializes without frictions and the need for organizational adaptation This collection of corporate narratives assembles best practice cases of companies ranging from startups to multinational players and Hidden Champions that have successfully managed to implement and leverage these innovations Ten distinct use cases focus on three disruptive technologies Artificial Intelligence Blockchain and Robotic Process Automation Interviews with practitioners address hurdles they encountered and ways how to gain strategic support of key stakeholders within the organization The ambition of this compilation is to describe concrete initiatives and derive insights from the experience of implementing disruptive technologies in a given corporate context It highlights the advantages and potential pitfalls of differing pathways of implementation including an internal setup with centers of excellence sharing their expertise with business units the move towards an ambidextrous organization and joint ventures with niche players in the larger innovation ecosystem Based on their aggregated experience this book provides a roadmap for executives how to become agents of change and implement digital transformation in their organizations For the academic audience the testimonials of practitioners offer ethnographic insights that depict the complexity of actual corporate change initiatives within a context of uncertainty and mimetic isomorphism

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