

INFORMATION TECHNOLOGY FOR MANAGEMENT

Digital Strategies for Insight, Action,
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Bernd W. Wirtz



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This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 smart business services smart homes and digital consumer applications as well as artificial intelligence The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVASs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book Ethical Hacking Techniques and Countermeasures for

Cybercrime Prevention Conteh, Nabie Y., 2021-06-25 As personal data continues to be shared and used in all aspects of society the protection of this information has become paramount While cybersecurity should protect individuals from cyber threats it also should be eliminating any and all vulnerabilities The use of hacking to prevent cybercrime and contribute new countermeasures towards protecting computers servers networks web applications mobile devices and stored data from black hat attackers who have malicious intent as well as to stop against unauthorized access instead of using hacking in the traditional sense to launch attacks on these devices can contribute emerging and advanced solutions against cybercrime Ethical Hacking Techniques and Countermeasures for Cybercrime Prevention is a comprehensive text that discusses and defines ethical hacking including the skills and concept of ethical hacking and studies the countermeasures to prevent and stop cybercrimes cyberterrorism cybertheft identity theft and computer related crimes It broadens the understanding of

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Digital Government Bernd W. Wirtz, 2022-10-07 Digitization the global networking of individuals and organizations and the transition from an industrial to an information society are key reasons for the importance of digital government In particular the enormous influence of the Internet as a global networking and communication system affects the performance of public services This textbook introduces the concept of digital government as well as digital management and provides helpful insights and strategic advice for the successful implementation and maintenance of digital government systems

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business students lectures as well as managers who can gain magnificent information from it Prof Dr Wolfgang Fritz Director of the Institute of Marketing Braunschweig University of Technology Germany Honorary Professor at the Institute of Business Administration University of Vienna Austria *Global Practices in Knowledge Management for Societal and Organizational Development* Baporikar, Neeta, 2017-11-03 As entrepreneurs seek to gain an advantage against their competitors understanding how to share information throughout their organization will be vital in their success Accordingly it is critical for researchers managers and consultants to strengthen their own systems to facilitate knowledge management and implement strategies that will launch them into the future *Global Practices in Knowledge Management for Societal and Organizational Development* is an integral reference volume featuring leading academic research on the management and creation of knowledge and organizational development theories and models Including coverage on a variety of related perspectives and subjects such as infrastructure and services for knowledge organizations ethics and the impact on knowledge management and the future of knowledge workers this book is an ideal reference source for organizational development specialists consultants policy makers researchers and graduate business students looking for advanced research on cultural aspects of knowledge management and creativity innovation and technology in learning communities

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