

Connected Home Market Mckinsey

Role of Blockchain Technology in IoT Applications, Volume 115 in the Advances in Computers series, reviews the latest information on this topic that promises many applications in human life. According to forecasts made by various market research/survey agencies, there will be around 50 Billion connected devices (IoT) by 2020. Updates in this new release include chapters on the Technical Aspects of Blockchain and IoT, Integrated Platforms for Blockchain-Enablement, Intersections Between IoT and Distributed Ledger, Blockchain and Artificial Intelligence: How and Why Combining These Two Groundbreaking Technologies, Blockchain Applications in Health Care and Opportunities and Advancements Due to New Information Technology Frameworks, and more. Explores blockchain technology research trends in secured device to device communication Includes updates on secure vehicular communication (VANET) using blockchain technology Provides the latest on secure IoT communication using blockchain technology Presents use cases of blockchain technology in healthcare, the food chain, ERP and other emerging areas

Two top experts on high-performing organizations show you how to reframe your—and your employees'—relationship with fear and anxiety to create a learning culture of engaged workers at the top of their game. Fear and uncertainty have been undermining performance and well-being in the workplace for as long as we have had workplaces. Here's a little-known fact of business: mismanaged fear is responsible for almost all of the dysfunction that most organizations experience. While fear can drive short-term results, it does so at the cost of high employee burnout and turnover. It also undermines long-term business performance. But we can't eradicate it entirely; it is inherent to the human condition. Winning organizations aren't fear-free; they know how to reframe fear into opportunities for learning and growth. They create resilient cultures of unfear. In this timely and essential guide, McKinsey alumni Gaurav Bhatnagar and Mark Minukas show leaders: The impact of fear, its biological underpinnings, and the archetypes through which it is expressed as patterns of behavior in organizations The strategies, techniques, and actions to bring about an unfear transformation The process begins with yourself—how to become an unfear individual Transformation doesn't start with systems and structures but with mindsets and behavior—how to build unfear teams Employee well-being leads to high performance for your business—how to build unfear organizations This proven approach to workplace anxiety reduces stress, boosts engagement, and overcomes obstacles that get in the way of success. It leads to personal rewards greater profits, and sustainable growth. This is only possible with a culture of unfear.

Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate

sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play Video" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center (www.dmresourcecenter.org). "Play Video" icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for aspiring leaders – executives, instructors, owners, entrepreneurs, managers, students – at all stages of digital literacy. To request access to the resources in the Digital Marketing Resources Center, please contact Ira Kaufman at ira@entwinedigital.com.

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Updated to include recent advances, this third edition presents strategies and analysis methods for conserving energy and reducing operating costs in residential and commercial buildings. The book explores the latest approaches to measuring and improving energy consumption levels, with calculation examples and Case Studies. It covers field testing, energy simulation, and retrofit analysis of existing buildings. It examines subsystems—such as lighting, heating, and cooling—and techniques needed for accurately evaluating them. Auditors, managers, and students of energy systems will find this book to be an invaluable resource for their work. Explores state-of-the-art techniques and technologies for reducing energy combustion in buildings. Presents the latest energy efficiency strategies and established methods for energy estimation. Provides calculation examples that outline the application of the methods described. Examines the major building subsystems: lighting, heating, and air-conditioning. Addresses large-scale retrofit analysis approaches for existing building stocks. Introduces the concept of energy productivity to account for the multiple benefits of energy efficiency for buildings. Includes Case Studies to give readers a realistic look at energy audits. Moncef Krarti has vast experience in designing, testing, and assessing innovative energy efficiency and renewable energy technologies applied to buildings. He graduated from the University of Colorado with both MS and PhD in Civil Engineering. Prof. Krarti directed several projects in designing energy-efficient buildings with integrated renewable energy systems. He has published over 3000 technical journals and handbook chapters in various fields related to energy efficiency, distribution generation, and demand-side management for the built environment. Moreover, he has published several books on building energy-efficient systems. Prof. Krarti is Fellow member to the American Society for Mechanical Engineers (ASME), the largest international professional society. He is the founding editor of the ASME Journal of Sustainable Buildings & Cities Equipment and Systems. Prof. Krarti has taught several different courses related to building energy systems for over 20 years in the United States and abroad. As a professor at the University of Colorado, Prof. Krarti has been managing the research activities of an energy management center at the school with an emphasis on testing and evaluating the performance of mechanical and electrical systems for residential and

commercial buildings. He has also helped the development of similar energy efficiency centers in other countries, including Brazil, Mexico, and Tunisia. In addition, Prof. Krarti has extensive experience in promoting building energy technologies and policies overseas, including the establishment of energy research centers, the development of building energy codes, and the delivery of energy training programs in several countries.

The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad.

47 strategies elite managers follow to reach the highest level of success The McKinsey Edge culls the personal best practices of an exclusive group of managers connected to McKinsey & Company, a firm that services eighty percent of the world's largest corporations. Through a wealth of 47 rigorously selected, battle-tested, immediately implementable, and practical tips, readers discover the secrets to building the self, growing with others, enhancing process management, and going the extra mile to reach the next leadership horizon. Everyone struggling to accelerate their career will keep this book at their fingertips for its rare, real-world advice for ascending through the levels of management—all of which require specific mindsets and capabilities that only a handful of people ever master.

This book gathers the state-of-the-art for industrial application of scientific and practical research in the Cloud and IoT paradigms to benefit society. The book first aims to discuss and outline various aspects of tackling climate change. The authors then discuss how Cloud and IoT can help for digital health and learning from industrial aspects. The next part of book discusses technical improvements in the fields of security and privacy. The book also covers Smart Homes and IoT in agriculture. The book is targeted towards advancing undergraduate, graduate, and post graduate students, researchers, academicians, policymakers, various government officials, NGOs, and industry research professionals who are currently working in the field of science and technology either directly or indirectly to benefit common masses.

Our intuition on how the world works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, *No Ordinary Disruption: The Four Forces Breaking all the Trends* is a timely and important analysis of how we need to reset our intuition as a result of four forces colliding and transforming the global economy: the rise of emerging markets, the accelerating impact of technology on the natural forces of market competition, an aging world population, and accelerating flows of trade, capital and people. Our intuitions formed during a uniquely benign period for the world economy—often termed the Great Moderation. Asset prices were rising, cost of capital was falling, labour and resources were abundant, and generation after generation was growing up more prosperous than their parents. But the Great Moderation has gone. The cost of capital may rise. The price of everything from grain to steel may become more volatile. The world's labor force could shrink. Individuals, particularly those with low job skills, are at risk of growing up poorer than their parents. What sets *No Ordinary Disruption* apart is depth

of analysis combined with lively writing informed by surprising, memorable insights that enable us to quickly grasp the disruptive forces at work. For evidence of the shift to emerging markets, consider the startling fact that, by 2025, a single regional city in China—Tianjin—will have a GDP equal to that of the Sweden, of that, in the decades ahead, half of the world's economic growth will come from 440 cities including Kumasi in Ghana or Santa Carina in Brazil that most executives today would be hard-pressed to locate on a map. What we are now seeing is no ordinary disruption but the new facts of business life—facts that require executives and leaders at all levels to reset their operating assumptions and management intuition.

The classic Marketing Management is an undisputed global best-seller - an encyclopedia of marketing considered by many as the authoritative book on the subject. This third European edition keeps the accessibility, theoretical rigour and managerial relevance - the heart of the book - and adds: * A structure designed specifically to fit the way the course is taught in Europe. * Fresh European examples which make students feel at home. * The inclusion of the work of prominent European academics. * A focus on the digital challenges for marketers. * An emphasis on the importance of creative thinking and its contribution to marketing practice. * New in-depth case studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of marketing in the modern world, examining traditional aspects of marketing and blending them with modern and future concepts. A key text for both undergraduate and postgraduate marketing programmes.

Provides comprehensive coverage of the current state of IoT, focusing on data processing infrastructure and techniques Written by experts in the field, this book addresses the IoT technology stack, from connectivity through data platforms to end-user case studies, and considers the tradeoffs between business needs and data security and privacy throughout. There is a particular emphasis on data processing technologies that enable the extraction of actionable insights from data to inform improved decision making. These include artificial intelligence techniques such as stream processing, deep learning and knowledge graphs, as well as data interoperability and the key aspects of privacy, security and trust. Additional aspects covered include: creating and supporting IoT ecosystems; edge computing; data mining of sensor datasets; and crowd-sourcing, amongst others. The book also presents several sections featuring use cases across a range of application areas such as smart energy, transportation, smart factories, and more. The book concludes with a chapter on key considerations when deploying IoT technologies in the enterprise, followed by a brief review of future research directions and challenges. The Internet of Things: From Data to Insight Provides a comprehensive overview of the Internet of Things technology stack with focus on data driven aspects from data modelling and processing to presentation for decision making Explains how IoT technology is applied in practice and the benefits being delivered. Acquaints readers that are new to the area with concepts, components, technologies, and verticals related to and enabled by IoT Gives IoT specialists a deeper insight into data and decision-making aspects as well as novel technologies and application areas Analyzes and presents important emerging technologies for the IoT arena Shows how different objects and devices can be connected to decision making processes at various levels of abstraction The Internet of

Things: From Data to Insight will appeal to a wide audience, including IT and network specialists seeking a broad and complete understanding of IoT, CIOs and CIO teams, researchers in IoT and related fields, final year undergraduates, graduate students, post-graduates, and IT and science media professionals.

Understanding 5G Mobile Networks: A Multidisciplinary Primer offers the first manageable overview of 5G for a non-technical audience, and specifically a broad, multidisciplinary survey of the spectrum and the licensing and launch of 5G networks throughout the world, distinguishing standalone 5G from non-standalone 5G.

Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

A powerful call to action, *Customer Centricity* upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value. Despite what the old adage says, the customer is not always right. Even companies that can seemingly do no wrong—like the coffeehouse giant Starbucks—have only recently started to figure this out. Starbucks is one of many companies that has successfully executed a pivot that puts the company in a customer-centric mindset, an approach that Wharton professor Peter Fader describes in *Customer Centricity*. Fader advocates that in the world of customer centricity, there are good customers ... and then there is pretty much everybody else. In a new preface and afterword to *Customer Centricity*, Fader reflects on how the landscape has changed over nearly a decade since he first proposed that businesses radically rethink how they relate to customers. Using examples from Starbucks, Nordstrom, and more, Fader provides insights to help you understand: Why customer centricity is the new model for success in today's data-driven environment. How the ideas of brand equity and customer asset value help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't; Why the traditional models for determining the value of individual customers are flawed; How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies; How the well-intended idea of customer relationship management (CRM) lost its way—and how your company can properly put CRM to use; How customer centricity will help you realign your performance metrics, product development, customer relationship management and organization to make sure you focus directly on the needs of your

most valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centricity in this book, *The Customer Centricity Playbook*, with Sarah Toms, will show you where to get started to bring it to the forefront of your organization. THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton School Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

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 (dVAs), 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. A bold exploration and call-to-arms over the widening gap between AI, automation, and big data—and our ability to deal with its effects We are living in the first exponential age. High-tech innovations are created at dazzling speeds; technological forces we barely understand remake our homes and workplaces; centuries-old tenets of politics and economics are upturned by new technologies. It all points to a world that is getting faster at a dizzying pace. Azeem Azhar, renowned technology analyst and host of the Exponential View podcast, offers a revelatory new model for understanding how technology is evolving so fast, and why it fundamentally alters the world. He roots his analysis in the idea of an “exponential gap” in which technological developments rapidly outpace our society’s ability to catch up. Azhar shows that this divide explains many problems of our time—from political polarization to ballooning inequality to unchecked corporate power. With stunning clarity of vision, he delves into how the exponential gap is a near-inevitable consequence of the rise of AI, automation, and other exponential technologies, like renewable energy, 3D printing, and synthetic biology, which loom over the horizon. And he offers a set of policy solutions that can prevent the growing exponential gap from fragmenting, weakening, or even destroying our societies. The result is a wholly new way to think about technology, one that will transform our understanding of the economy, politics, and the future.

"a provocative new book" -- The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning--to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples--including many from the most powerful and innovative global, AI-driven competitors--and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI. Now in its 40th year, Emerging Trends in Real Estate is one of the most highly regarded and widely read forecast reports in the real estate industry. This updated edition provides an outlook on real estate investment and development trends, real estate finance and capital markets, trends by property sector and metropolitan area, and other real estate issues around the globe. Comprehensive and invaluable, the book is based on interviews with leading industry experts and also covers what's happening in multifamily, retail, office, industrial, and hotel development.

The Equanimous Mind (2nd Edition) chronicles the author's first ten-day Vipassana meditation camp experience at the end of 2010 and the life-changing impact it has had on his personal and professional life since that time. This new second edition comes at an important milestone in Manish's journey as ten years have passed since that first ten-day retreat. A new epilogue in this 10th anniversary edition has been expanded and enriched with updates on his progress since the journey began a decade ago. The book describes a ten-day Vipassana meditation course in the tradition of S. N. Goenka from the standpoint of someone encountering meditation for the first time. It contains a detailed, journal-like narrative of the rich and complex sequence of events that unrolls during the retreat. The author's capacity to recall and sequence vivid details by the hundreds gives the book the feeling of an experience rather than merely of a recounting. The Equanimous Mind has a particular heartwarming quality because of the earnestness with which the author seeks to grow into being the best possible person he can be. Many people will benefit from this volume of clear sentences, deep feelings, and important messages. ===== Out of gratitude for the benefits the author has received from the practice of Vipassana meditation, he will be donating the proceeds from this book to spreading awareness about the technique, so that others can draw value from it as well. =====

Why have so many firms in emerging economies internationalized quite aggressively in the last decade? What competitive advantages do these firms enjoy and what are the origins of those advantages? Through what strategies have they built their global presence? How is their internationalization affecting Western rivals? And, finally, what does all this mean for mainstream international business theory? In Emerging Multinationals in Emerging Markets, a distinguished group of international business scholars tackle these questions based on a shared research design. The heart of the book contains detailed studies of emerging-market multinationals (EMNEs) from the BRIC economies, plus Israel, Mexico, South Africa, and

Thailand. The studies show that EMNEs come in many shapes and sizes, depending on the home-country context. Furthermore, EMNEs leverage distinctive competitive advantages and pursue distinctive internationalization paths. This timely analysis of EMNEs promises to enrich mainstream models of how firms internationalize in today's global economy.

Explore the world-changing digital transformation in China China's Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom is a cutting-edge text that spotlights the digital transformation in China. Organised into three major areas of the digital economy within China, this ground-breaking book explores the surge in e-commerce of consumer goods, the way in which multi-screen and mobile Internet use has increased in popularity, and the cultural emphasis on the mobile Internet as a source of lifestyle- and entertainment-based content. Targeted at the global business community, this lucid and engaging text guides business leaders, investors, investment banking professionals, corporate advisors, and consultants in grasping the challenges and opportunities created by China's emerging mobile economy, and its debut onto the global stage. Year 2014-15 marks the most important inflection point in the history of the internet in China. Almost overnight, the world's largest digitally-connected middle class went both mobile and multi-screen (smart phone, tablets, laptops and more), with huge implications for how consumers behave and what companies need to do to successfully compete. As next-generation mobile devices and services take off, China's strength in this arena will transform it from a global "trend follower" to a "trend setter." Understand what the digital transformation in China is, and impact on global capital markets, foreign investors, consumer companies, and the global economy as a whole Explore the e-commerce consumption boom in the context of the Chinese market Understand the implications of the multi-screen age and mobile Internet for China's consumers See how mobile Internet use, its focus on lifestyle and entertainment is aligned with today's Chinese culture Learn about the mobile entertainment habits of China's millennial generation and the corresponding new advertisement approaches The development of China's mobile economy is one of the most important trends that will reshape the future of business, technology and society both in China and the world. China's Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom introduces you to the digital transformation in China, and explains how this transformation has the potential to transform both China and the global consumer landscape.

A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing.

The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

Divulging counterintuitive revelations about what it "really" takes to attract, develop, and retain top performers, this is the definitive guide to today's most urgent business dilemma.

Move beyond cybersecurity to take protection of your digital business to the next level Beyond Cybersecurity: Protecting Your Digital Business arms your company against devastating online security breaches by providing you with the information and guidance you need to avoid catastrophic data compromise. Based upon highly-regarded risk assessment analysis, this critical text is founded upon proprietary research, client experience, and interviews with over 200 executives, regulators, and security experts, offering you a well-rounded, thoroughly

researched resource that presents its findings in an organized, approachable style. Members of the global economy have spent years and tens of billions of dollars fighting cyber threats—but attacks remain an immense concern in the world of online business. The threat of data compromise that can lead to the leak of important financial and personal details can make consumers suspicious of the digital economy, and cause a nosedive in their trust and confidence in online business models. Understand the critical issue of cyber-attacks, and how they are both a social and a business issue that could slow the pace of innovation while wreaking financial havoc Consider how step-change capability improvements can create more resilient organizations Discuss how increased collaboration within the cybersecurity industry could improve alignment on a broad range of policy issues Explore how the active engagement of top-level business and public leaders can achieve progress toward cyber-resiliency Beyond Cybersecurity: Protecting Your Digital Business is an essential resource for business leaders who want to protect their organizations against cyber-attacks.

The State of the World's Land and Water Resources for Food and Agriculture is FAO's first flagship publication on the global status of land and water resources. It is an 'advocacy' report, to be published every three to five years, and targeted at senior level decision makers in agriculture as well as in other sectors. SOLAW is aimed at sensitizing its target audience on the status of land resources at global and regional levels and FAO's viewpoint on appropriate recommendations for policy formulation. SOLAW focuses on these key dimensions of analysis: (i) quantity, quality of land and water resources, (ii) the rate of use and sustainable management of these resources in the context of relevant socio-economic driving factors and concerns, including food security and poverty, and climate change. This is the first time that a global, baseline status report on land and water resources has been made. It is based on several global spatial databases (e.g. land suitability for agriculture, land use and management, land and water degradation and depletion) for which FAO is the world-recognized data source. Topical and emerging issues on land and water are dealt with in an integrated rather than sectoral manner. The implications of the status and trends are used to advocate remedial interventions which are tailored to major farming systems within different geographic regions.

"In Secrets of Software Success, the authors investigate the software industry's best practices in order to develop a complete picture of what it takes to build a thriving software business."--BOOK JACKET. "Drawing on an exclusive worldwide survey of more than 100 global software companies and 450 top executives, Secrets of Software Success presents the first panoramic view of the conditions that influence results for both the product and the service sides of the software industry."--BOOK JACKET.

From the visionary bestselling author of *The Second World* and *How to Run the World* comes a bracing and authoritative guide to a future shaped less by national borders than by global supply chains, a world in which the most connected powers—and people—will win. Connectivity is the most revolutionary force of the twenty-first century. Mankind is reengineering the planet, investing up to ten trillion dollars per year in transportation, energy, and communications infrastructure linking the world's burgeoning megacities together. This has profound consequences for geopolitics, economics, demographics, the environment, and social identity. Connectivity, not geography, is our destiny. In *Connectography*, visionary strategist Parag Mehta travels from Ukraine to Iran, Mongolia to North Korea, Pakistan to Nigeria, and across the Arctic Circle and the South China Sea to explain the rapid and unprecedented changes affecting every part of the planet. He shows how militaries are deployed to protect supply chains as much as borders, and how nations are less at war over territory than engaged in tugs-of-war over pipelines, railways, shipping lanes, and Internet cables. The new arms race is to connect to the most markets—a race China is now winning, having launched a wave of infrastructure investments to unite Eurasia around its new Silk Roads. The United States can

only regain ground by fusing with its neighbors into a super-continental North American Union of shared resources and prosperity. Connectography offers a unique and hopeful vision for the future. Khanna argues that new energy discoveries and technologies have eliminated the need for resource wars; ambitious transport corridors and power grids are unscrambling Africa's fraught colonial borders; even the Arab world is evolving a more peaceful map as it builds resource and trade routes across its war-torn landscape. At the same time, thriving hubs such as Singapore and Dubai are injecting dynamism into young and heavily populated regions, cyber-communities empower commerce across vast distances, and the world's ballooning financial assets are being wisely invested into building an inclusive global society. Beneath the chaos of a world that appears to be falling apart is a new foundation of connectivity pulling it together. Praise for Connectography "Incredible . . . With the world rapidly changing and urbanizing, [Khanna's] proposals might be the best way to confront a radically different future."—The Washington Post "Clear and coherent . . . a well-researched account of how companies are weaving ever more complicated supply chains that pull the world together even as they squeeze out inefficiencies. . . . [He] has succeeded in demonstrating that the forces of globalization are winning."—Adrian Woolridge, The Wall Street Journal "Bold . . . With an eye for vivid details, Khanna has . . . produced an engaging geopolitical travelogue."—Foreign Affairs "For those who fear that the world is becoming too inward-looking, Connectography is a refreshing, optimistic vision."—The Economist "Connectivity has become a basic human right, and gives everyone on the planet the opportunity to provide for their family and contribute to our shared future. Connectography charts the future of this connected world."—Marc Andreessen, general partner, Andreessen Horowitz "Khanna's scholarship and foresight are world-class. A must-read for the next president."—Chuck Hagel, former U.S. secretary of defense This title has complex layouts that may take longer to download.

Are you curious about smart cities? You should be! By mid-century, two-thirds of us will live in cities. The world of tomorrow will be a world of cities. But will they be smart cities? Smart cities are complex blends of technologies, systems and services designed and orchestrated to help people lead productive, fulfilling, safe and happy lives. This remarkable book is a window into our shared future. In crisp language and sharp detail, Mike Barlow and Cornelia Lévy-Bencheton explain how smart cities are powerful forces for positive change. With keen eyes and warm hearts, they invite readers to imagine the world of tomorrow, a fascinating world of connected cities and communities. They capture and convey the depth and richness of the worldwide smart city movement. Smart Cities, Smart Future describes the impact of smart city projects on people in towns, cities and nations around the world. The book includes descriptions of ongoing smart city projects in North America, Europe, Asia and the Middle East. Looking Ahead to an Urban World No two smart cities are alike. No one can say with certainty or precision what the term "smart city" means. There is no standard definition or common template. Today, smart cities are works in progress. They emerge from our hopes and our dreams. This book provides you with the knowledge and insight you need to participate in the smart city movement. It explains how smart cities are "systems of systems" and introduces key concepts such as interoperability, open standards, resiliency, agility, adaptability and continuous improvement. Includes Detailed Glossary of Terms and Essential Vocabulary The book includes a detailed comprehensive glossary of essential smart city terms. The glossary will become your indispensable resource as you engage more deeply with the smart city movement and become more involved in planning our common future in an urban world. Carefully Researched and Crisply Written Smart Cities, Smart Future is carefully researched and fully documented. It includes interviews with leaders and experts in multiple disciplines essential to the development of smart cities, towns, regions, states and nations. Written in the clean style of modern journalism, the book offers a strong and compelling narrative of a changing world. It reminds us that we are responsible for choosing our destiny and determining

the shape of things to come. The smart city movement is gaining speed and momentum. Read this book, and enjoy the ride!

Algorithms permeate our lives in numerous ways, performing tasks that until recently could only be carried out by humans. Artificial Intelligence (AI) technologies, based on machine learning algorithms and big-data-powered systems, can perform sophisticated tasks such as driving cars, analyzing medical data, and evaluating and executing complex financial transactions - often without active human control or supervision. Algorithms also play an important role in determining retail pricing, online advertising, loan qualification, and airport security. In this work, Martin Ebers and Susana Navas bring together a group of scholars and practitioners from across Europe and the US to analyze how this shift from human actors to computers presents both practical and conceptual challenges for legal and regulatory systems. This book should be read by anyone interested in the intersection between computer science and law, how the law can better regulate algorithmic design, and the legal ramifications for citizens whose behavior is increasingly dictated by algorithms.

IRENA's Innovation Landscape report highlights innovations in enabling technologies.

In Digital Data Collection and Information Privacy Law, Mark Burdon argues for the reformulation of information privacy law to regulate new power consequences of ubiquitous data collection. Examining developing business models, based on collections of sensor data - with a focus on the 'smart home' - Burdon demonstrates the challenges that are arising for information privacy's control-model and its application of principled protections of personal information exchange. By reformulating information privacy's primary role of individual control as an interrupter of modulated power, Burdon provides a foundation for future law reform and calls for stronger information privacy law protections. This book should be read by anyone interested in the role of privacy in a world of ubiquitous and pervasive data collection.

This book presents computational methods for extracting the useful information from audio signals, collecting the state of the art in the field of sound event and scene analysis. The authors cover the entire procedure for developing such methods, ranging from data acquisition and labeling, through the design of taxonomies used in the systems, to signal processing methods for feature extraction and machine learning methods for sound recognition. The book also covers advanced techniques for dealing with environmental variation and multiple overlapping sound sources, and taking advantage of multiple microphones or other modalities. The book gives examples of usage scenarios in large media databases, acoustic monitoring, bioacoustics, and context-aware devices. Graphical illustrations of sound signals and their spectrographic representations are presented, as well as block diagrams and pseudocode of algorithms.

We often hear that finding the work we are meant for will multiply our accomplishments and enable us to attain new levels of personal satisfaction. Yet, many who are planning their careers find that the job market has shifted to the advantage of employers, whether as a result of the recession, globalization, IT-driven productivity, or other changes in the business landscape. Faced with these tough circumstances, it is more critical than ever for professionals to create a plan of attack and make sound decisions as they navigate their careers. The Strategic Career provides readers with the ultimate guide to career choices—both short-term and long. While other authors approach career development from the perspective of psychology and counseling, Bill Barnett demonstrates how business strategy concepts can successfully guide us as we chart our careers. Drawing on two decades of experience leading McKinsey & Company's Strategy Practice, as well as his popular Career Strategy courses at Yale and Rice

University, he approaches the construction of a long-term career plan by looking at the main challenges professionals will face: developing and reaching long-term targets, surfacing opportunities, assessing career decisions, and staying on track. Underpinning his advice with research and illustrating it with vivid stories from others' successes, Barnett lays out practical, step-by-step processes to help readers realize their goals. Complete with a program to help you develop your own plan and over 100 specific activities to guide you, *The Strategic Career* is the ideal companion on your professional pathway.

Computational Analysis of Sound Scenes and Events Springer

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 whether the tradeoff—exchanging our personal data for 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. The smart self involves more than self-tracking of steps walked 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 refrigerator says we're out of milk!), but, Sadowski argues, smart technology advances the interests of corporate technocratic power—and will continue to do so unless we demand oversight and ownership of our data.

In recent years, the Medical Internet of Things (MIoT) has emerged as one of the most helpful technological gifts to mankind. With the incredible development in data science, big data technologies, IoT and embedded systems, it is now possible to collect a huge amount of sensitive and personal data, compile it and store it through cloud or edge computing techniques. However, important concerns remain about security and privacy, the preservation of sensitive and personal data, and the efficient transfer, storage and processing of MIoT-based data. *Medical Internet of Things: Techniques, Practices and Applications* is an attempt to explore new ideas and novel techniques in the area of MIoT. The book is composed of fifteen chapters discussing basic concepts, issues, challenges, case studies and applications in MIoT. This book offers novel advances and applications of MIoT in a precise and clear manner to the research community to achieve in-depth knowledge in the field. This book will help those interested in the field as well as researchers to gain insight into different concepts and their importance in multifaceted applications of real life. This has been done to make the book more flexible and to stimulate further interest in the topic. Features: A systematic overview of concepts in Medical Internet of Things (MIoT) is included. Recent research and some

pointers on future advancements in MIoT are discussed. Examples and case studies are included. It is written in an easy-to-understand style with the help of numerous figures and datasets. This book serves as a reference book for scientific investigators who are interested in working on MIoT, as well as researchers developing methodology in this field. It may also be used as a textbook for postgraduate-level courses in computer science or information technology.

Creating and sustaining a profitable business requires close adherence to the fundamentals of business strategy. Fortunately, the basics of business strategy can be boiled down to three simple principles: Firms must create value for their customers; they must fend off competition; and they must ensure that their strategic position endures.

McKinsey Global Institute predicts Internet of Things (IoT) could generate up to \$11.1 trillion a year in economic value by 2025. Gartner Research Company expects 20 billion inter-connected devices by 2020 and, as per Gartner, the IoT will have a significant impact on the economy by transforming many enterprises into digital businesses and facilitating new business models, improving efficiency and increasing employee and customer engagement. It's clear from above and our research that the IoT is a game changer and will have huge positive impact in foreseeable future. In order to harvest the benefits of IoT revolution, the traditional software development paradigms must be fully upgraded. The mission of our book, is to prepare current and future software engineering teams with the skills and tools to fully utilize IoT capabilities. The book introduces essential IoT concepts from the perspectives of full-scale software development with the emphasis on creating niche blue ocean products. It also: Outlines a fundamental full stack architecture for IoT Describes various development technologies in each IoT layer Explains IoT solution development from Product management perspective Extensively covers security and applicable threat models as part of IoT stack The book provides details of several IoT reference architectures with emphasis on data integration, edge analytics, cluster architectures and closed loop responses.

[Copyright: 125cb5b826564ddcdc05ea34c37a048c](#)