

Doing Digital Right How Companies Can Thrive In The Next Digital Era

Author and digital consultant Louis Lamoureux makes the case that we are entering a third digital era, one in which established companies have a better chance at winning than startups. It includes discussion of why the world is moving beyond social and mobile to artificial intelligence and robotics, the key technologies that are driving the next digital era, and how to define the digital initiatives that your company should undertake.

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 very beginning. 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?

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Globalization, along with its digital and information communication technology counterparts, including the Internet and cyberspace, may signify a whole new era for human rights, characterized by new tensions, challenges, and risks for human rights, as well as new opportunities. Human Rights and Risks in the Digital Era: Globalization and the Effects of Information Technologies explores the emergence and evolution of 'digital' rights that challenge and transform more traditional legal, political, and historical understandings of human rights. Academic and legal scholars will explore individual, national, and international democratic dilemmas--sparked by economic and environmental crises, media culture, data collection, privatization, surveillance, and security--that alter the way individuals and societies think about, regulate, and protect rights when faced with new challenges and threats. The book not only uncovers emerging changes in discussions of human rights, it proposes legal remedies and public policies to mitigate the challenges posed by new technologies and globalization.

There has been lots of discussion of digital and open banking, banking-as-a-service, banking platforms, FinTech and TechFin and more over the past decade. This all indicates that we are in a decade of rapid cycle change that presents huge challenges and huge opportunities. Billion dollar unicorns appear rapidly, whilst internet giants achieve global domination. How are banks dealing with these changes and are any banks showing leadership? Well yes, a few are. With all the gloom merchants saying that traditional banking is doomed, a few banks have made radical moves to adapt and survive. Chris Skinner, world-leading commentator on banking and technology, has selected five of those banks—JPMorgan Chase (USA), BBVA and ING (Europe), and DBS and CMB (Asia)—to share their experiences. In detailed interviews, and with wide-ranging commentary, he has discovered the secrets of how not just adapt and survive, but how to thrive in this sea change of finance and technology. Learn the lessons of the leaders, and learn how to become a successful digital bank, by Doing Digital.

The evolution of activism against the expansion of copyright in the digital domain, with case studies of resistance including eBook and iTunes hacks. The movement against restrictive digital copyright protection arose largely in response to the excesses of the Digital Millennium Copyright Act (DMCA) of 1998. In The Digital Rights Movement, Hector Postigo shows that what began as an assertion of consumer rights to digital content has become something broader: a movement concerned not just with consumers and gadgets but with cultural ownership. Increasingly stringent laws and technological measures are more than inconveniences; they lock up access to our "cultural commons." Postigo describes the legislative history of the DMCA and how policy "blind spots" produced a law at odds with existing and emerging consumer practices. Yet the DMCA established a political and legal rationale brought to bear on digital media, the Internet, and other new technologies. Drawing on social movement theory and science and technology studies, Postigo presents case studies of resistance to increased control over digital media, describing a host of tactics that range from hacking to lobbying. Postigo discusses the movement's new, user-centered conception of "fair use" that seeks to legitimize noncommercial personal and creative uses such as copying legitimately purchased content and remixing music and video tracks. He introduces the concept of technological resistance—when hackers and users design and deploy technologies that allows access to digital content despite technological protection mechanisms—as the flip side to the technological enforcement represented by digital copy protection and a crucial tactic for the movement.

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

?This book highlights the shortcomings of the present Digital Rights Management (DRM) regulations in China. Using literature reviews and comparative analysis from theoretical and empirical perspectives, it appraises different DRM restriction regulations and practices as well as current advice on balance of interests to analyze the dilemma faced by the DRM system. This research intends to help China establish a comprehensive DRM regulatory model through comparative theoretical and empirical critiques of systems in America and Europe. A newly designed DRM regulatory model should be suitable for specific Chinese features, and should consist of government regulated, self-regulated, and even unregulated sections. The new regulation model might be an addition to existing legal structures, while self-regulations/social enforcement also would be as important as legislation based on case studies.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework

to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

This book examines the tangled responsibilities of states, companies, and individuals surrounding human rights in the digital age. Digital technologies have a huge impact – for better and worse – on human lives; while they can clearly enhance some human rights, they also facilitate a wide range of violations. States are expected to implement efficient measures against powerful private companies, but, at the same time, they are drawn to technologies that extend their own control over citizens. Tech companies are increasingly asked to prevent violations committed online by their users, yet many of their business models depend on the accumulation and exploitation of users' personal data. While civil society has a crucial part to play in upholding human rights, it is also the case that individuals harm other individuals online. All three stakeholders need to ensure that technology does not provoke the disintegration of human rights. Bringing together experts from a range of disciplines, including law, international relations, and journalism, this book provides a detailed analysis of the impact of digital technologies on human rights, which will be of interest to academics, research students and professionals concerned by this issue.

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

As businesses adapt to the realities of the digital world and build on the hard-won insights of the digital business pioneers, increasing importance is placed on the need to understand how traditional concepts of business strategy and implementation are influenced by the Internet, and to identify the novel aspects of business that are made possible by the Internet. That is why this book was written. How do you succeed in the digital business environment? How do you make the transition from offline to online? What aspects of your business will be affected, and how should you manage them? *Digital Business: Concepts and Strategies* will help you develop the skills necessary to understand and integrate Internet technology and characteristics into business activity for attaining strategic objectives.

Our world has changed, probably for good. Until now, the shift from brick-and-mortar to the smartphone has been about service, cost, and convenience. Now, it's also a matter of public health. How do we win this uncertain new game? How do we prosper in a digital world? In a cool, readable style *Harnessing Digital Disruption: How Companies Win with Design Thinking, Agile, and Lean Startup* tells the story of a major multi-national organization facing digital disruption and looming irrelevance. In a compelling novel format, the book demonstrates how to harness the power of digital technology, methods and thinking on the path to revival and prosperity. It illustrates the situations, characters, and blockers you'll likely face as you progress through your journey. The setting is Singapore and the heady world of international banking, but the prescription, methods and lessons apply equally to manufacturers, utilities, hospitals, insurers, and government agencies. You will learn how to:

- Develop your Digital Transformation strategy and Innovation Portfolio
- Reform customer journeys, launch new digital offerings, and validate new beta businesses
- Develop senior leader digital literacy, and understanding of growth leadership
- De-risk your journey using a proven overall approach based on proven principles
- Cultivate a network of pragmatic entrepreneurs practicing a structured scalable innovation process

This book offers clear and compelling guidance on what it takes to transform your organization for a digital world. Each chapter includes Study Questions to facilitate learning and discussion in workshop and classroom settings. .

Comments by global thought leaders on *Business of Staffing: A Talent Agenda*: "Your section on how HR needs to change in a digital context is spot on with those twenty points" (M. S. Krishnan, Associate Dean, Global Initiatives, Accenture Professor of Computer Information Systems, Professor of Technology and Operations, Ross School of Business, University of Michigan, Ann Arbor, Michigan). "Ganesh Shermom has really nailed it. He really knows this area well. Well worth reading for anyone interested in this field" (Mark Smith, National Industry Leader, Financial services, KPMG LLP; earlier Global Head of People & Change Practice). "A must-read for today's HR professionals as they seek

to learn evidence-based practices as they transform their talent management performance" (Laura Croucher, Americas leader, KPMG HR, Transformation Centre of Excellence).

The ACM Workshop on Security and Privacy in Digital Rights Management is the first scientific workshop with refereed proceedings devoted solely to this topic. The workshop was held in conjunction with the Eighth ACM Conference on Computer and Communications Security (CCS-8) in Philadelphia, USA on November 5, 2001. Digital Rights Management technology is meant to provide end-to-end solutions for the digital distribution of electronic goods. Sound security and privacy features are among the key requirements for such systems. Fifty papers were submitted to the workshop, quite a success for a first-time workshop. From these 50 submissions, the program committee selected 15 papers for presentation at the workshop. They cover a broad area of relevant techniques, including cryptography, system architecture, and cryptanalysis of existing DRM systems. Three accepted papers are about software tamper resistance, an area about which few scientific articles have been published before. Another paper addresses renewability of security measures. Renewability is another important security technique for DRM systems, and I hope we will see more publications about this in the future. I am particularly glad that three papers cover economic and legal aspects of digital distribution of electronic goods. Technical security measures do not exist in a vacuum and their effectiveness interacts in a number of ways with the environment for legal enforcement. Deploying security and anti-piracy measures adequately requires furthermore a good understanding of the business models that they are designed to support.

"This reference is a comprehensive collection of recent case studies, theories, research on digital rights management, and its place in the world today"--

In 2011, Apple officially became the most valuable company of all time. iPod, iPad, iTunes, App Store... the list goes on. Apple's must-have products add up to one giant success story. So what's their secret? What makes Apple the most innovative company on the planet? The answer: Apple does exactly the opposite of what any other company would do. Unlike the competition, Apple develops devices and programs by concentrating on a small number of functions. Forget complex market analyses. Forget asking customers to help develop products. And, unlike Google and other internet giants, it wants you to pay for them. Apple combines traditional business thinking with the endless opportunities of the digital age. In this brave new world where brands and products are dragged into the opinion marketplace, *What Would Apple Do?* (short and sweet, just how Apple would do a book) brilliantly and concisely reveals how you can learn from Apple to develop compelling business ideas and market them successfully.

Questions surrounding the concept of freedom versus security have intensified in recent years due to the rise of new technologies. The increased governmental use of technology for data collection now poses a threat to citizens' privacy and is drawing new ethical concerns. *Ethical Issues and Citizen Rights in the Era of Digital Government Surveillance* focuses on the risks presented by the usage of surveillance technology in the virtual public sphere and how such practices have called for a re-examination of what limits should be imposed. Highlighting international perspectives and theoretical frameworks relating to privacy concerns, this book is a pivotal reference source for researchers, professionals, and upper-level students within the e-governance realm.

Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. *Designed for Digital* offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

Digital rights management (DRM) is a set of business models and technologies that allows media companies to protect their intellectual property -- and profit in the online world. Cowritten by DRM pioneer William Rosenblatt, this lucid primer outlines the state of DRM today for media executives and IT decision-makers, covering business models (such as subscriptions), core technologies (watermarking, encryption, authentication), standards (such as XrML), vendors, and more.

Doing Digital Right

This book constitutes the thoroughly refereed post-proceedings of the First International Conference on Digital Rights Management: Technology, Issues, Challenges and Systems, DRMTICS 2005, held in Sydney, Australia, in October/November 2005. Presents 26 carefully reviewed full papers organized in topical sections on assurance and authentication issues, legal and related issues, expressing rights and management, watermarking, software issues, fingerprinting and image authentication, supporting cryptographic technology, P2P issues, implementations and architectures.

Is It Safe? PROTECTING YOUR COMPUTER, YOUR BUSINESS, AND YOURSELF ONLINE IDENTITY THEFT. DATA THEFT. INTERNET FRAUD. ONLINE SURVEILLANCE. EMAIL SCAMS. Hacks, attacks, and viruses. The Internet is a dangerous place. In years past, you could protect your computer from malicious activity by installing an antivirus program

and activating a firewall utility. Unfortunately, that's no longer good enough; the Internet has become a much darker place, plagued not only by rogue software but also by dangerous criminals and shadowy government agencies. *Is It Safe?* addresses the new generation of security threat. It presents information about each type of threat and then discusses ways to minimize and recover from those threats. *Is It Safe?* differs from other security books by focusing more on the social aspects of online security than purely the technical aspects. Yes, this book still covers topics such as antivirus programs and spam blockers, but it recognizes that today's online security issues are more behavioral in nature—phishing schemes, email scams, and the like. Are you being scammed? Learn how to spot the newest and most insidious computer security threats—fraudulent retailers, eBay scammers, online con artists, and the like. Is your identity safe? Avoid being one of the nine million Americans each year who have their identities stolen. Today's real Internet threats aren't viruses and spam. Today's real threat are thieves who steal your identity, rack up thousands on your credit card, open businesses under your name, commit crimes, and forever damage your reputation! Is Big Brother watching? Get the scoop on online tracking and surveillance. We examine just who might be tracking your online activities and why. Is your employer watching you? How to tell when you're being monitored; and how to determine what is acceptable and what isn't. Michael Miller has written more than 80 nonfiction books over the past two decades. His best-selling books include *Que's YouTube 4 You*, *Googlepedia: The Ultimate Google Resource*, *iPodpedia: The Ultimate iPod and iTunes Resource*, and *Absolute Beginner's Guide to Computer Basics*. He has established a reputation for clearly explaining technical topics to nontechnical readers and for offering useful real-world advice about complicated topics.

Designed for media professionals working across a broad range of formats, *Developer's Digital Media Reference* is an excellent reference guide for those keeping pace with this dynamic industry. As "convergence" between the World Wide Web, multimedia, and television production communities continues, there is an increased demand for professionals to familiarize themselves with the many new delivery contexts, including hybrid DVD (where digital video content and computer data live on the same disc), interactive TV, and streaming media. *Developer's Digital Media Reference* covers essential technologies such as SVG (scalable vector graphics), SMIL (Synchronized Multimedia Integration Language, a markup language for creating animations on the web), MPEG-4 (compression standard for streaming audio/video), and Dynamic Web Applications. In addition to serving as a quick-look-up guide, this text is organized to explain today's major media: server-based architectures, disc-based architectures, distribution architectures, and merging/shared architectures. Each topic is discussed in terms of the technological background-evolution, current tools, and production tips and techniques.

The battle to protect intellectual property and commercial rights in the digital world remains fierce, with content owners and commercial stakeholders under constant threat from online piracy, file-sharing networks and illegal download sites. Jude Umeh calls on content creators, law makers and businesses to work more closely with end-users to harness the fantastic opportunities in the digital age.

Technologists who want their ideas heard, understood, and funded are often told to speak the language of business—without really knowing what that is. This book's toolkit provides architects, product managers, technology managers, and executives with a shared language—in the form of repeatable, practical patterns and templates—to produce great technology strategies. Author Eben Hewitt developed 39 patterns over the course of a decade in his work as CTO, CIO, and chief architect for several global tech companies. With these proven tools, you can define, create, elaborate, refine, and communicate your architecture goals, plans, and approach in a way that executives can readily understand, approve, and execute. This book covers: Architecture and strategy: Adopt a strategic architectural mindset to make a meaningful material impact Creating your strategy: Define the components of your technology strategy using proven patterns Communicating the strategy: Convey your technology strategy in a compelling way to a variety of audiences Bringing it all together: Employ patterns individually or in clusters for specific problems; use the complete framework for a comprehensive strategy

The content industries consider Digital Rights Management (DRM) to contend with unauthorized downloading of copyrighted material, a practice that costs artists and distributors massively in lost revenue. Based on two conferences that brought together high-profile specialists in this area - scientists, lawyers, academics, and business practitioners - this book presents a broad, well-balanced, and objective approach that covers the entire DRM spectrum. Reflecting the interdisciplinary nature of the field, the book is structured using three different perspectives that cover the technical, legal, and business issues. This monograph-like anthology is the first consolidated book on this young topic.

Profound organizational transformation takes years and, in most cases is unsuccessful, right? Not according to change expert Behnam Tabrizi. In *Rapid Transformation: A 90-Day Plan for Fast and Effective Change*, Tabrizi shows you how to accomplish successful transformational change in your firm in just 90 days. Based on ten years of research into more than 500 leading companies including 3M, IBM, GE, Nissan, Apple, Bay Networks, Verisign, HP and Best Buy--this book demystifies fast, effective change and lays out a clear roadmap for achieving it. Tabrizi's 90-day transformational model comprises three main phases, each lasting 30 days. The model enables you to analyze your company's specific challenge, develop a new course of action, and carry out the plan. Moreover, you apply the model in parallel with the normal workings of your organization--so you don't have to put your company on hold for the sake of the change effort. With its detailed recipe and insightful stories from actual corporate reinventions, this book defies long-held assumptions about change and provides a practical and immediately actionable guide.

Examines the debate over digital copyright and the new tools of political communication involved in the advocacy around the issue. In a digitally connected world, the question of how to respect, protect and implement human rights has become unavoidable. This contemporary *Research Handbook* offers new insights into well-established debates by framing them in terms of human rights. It examines the issues posed by the management of key Internet resources, the governance of its architecture, the role of different stakeholders, the legitimacy of rule making and rule-enforcement, and the exercise of international public authority over users. Highly interdisciplinary, its contributions draw on law, political science, international relations and even computer science and science and technology studies.

"This book highlights innovative technologies used for the design and implementation of advanced e-commerce systems facilitating digital rights management and protection"--Provided by publisher.

Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is

primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by *The Technology Fallacy* will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

"Addressing the issues that managers in the multimedia industry have confronted while developing and implementing this innovative technology, this book focuses on the latest research and findings in digital television technologies. Covered are the major issues surrounding digital convergence including the digital metaverse and new digital media devices and their potential for IT convergence at the macro level. Also addressed are multimedia and interactive digital television and the economic implications of these technologies. Additionally, the managerial implications of interactive digital television are covered, including branding strategies for digital television channels and the critical role of content media management."

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

In a world of users that routinely click “I Agree” buttons, librarians may be the lone voice raising an alert to the privacy, use, and ownership issues arising in connection with the design and implementation of digital rights management (DRM) technologies. DRM reflects the efforts of copyright owners to prevent the illegal distribution of copyrighted material – an admirable goal on its face. A common misunderstanding is that DRM is copyright law. It is not. Rather it is a method of preventing copyright infringement; however, if unchecked, DRM has the potential to violate privacy, limit ownership rights, and undermine the delicate balance of rights and policies established by our current system of copyright. All three of these arenas are critical for both librarians and their users. Reflecting the shift from ownership to access, libraries are increasingly providing access to rights-protected digital content. Libraries strive to provide access to rights-protected content in a manner that protects both the content creator and the privacy of the user. DRM encompasses a variety of technologies and strategies utilized by content owners and managers to limit access to and the use of rights-protected content. Librarians need to understand DRM to effectively enable users to access and use rights-protected digital content while at the same time protecting the privacy of the user. Designed to address the practical operational and planning issues related to DRM, this guide explores the critical issues and challenges faced by librarians. After reading it, librarians will better understand: the digital content rights protection scheme; the various DRM technologies and how they are used; how to use authentication and authorization standards, strategies, and technologies; and, the privacy and security issues related to DRM. Edited by two librarians who also hold law degrees, this is a best practices guide for front-line librarians on how to best respond to the impact of DRM schemes on collection development, staffing, budget, service, and other library concerns.

Security is a major concern in an increasingly multimedia-defined universe where the Internet serves as an indispensable resource for information and entertainment. Digital Rights Management (DRM) is the technology by which network systems protect and provide access to critical and time-sensitive copyrighted material and/or personal information. This book equips savvy technology professionals and their aspiring collegiate protégés with the latest technologies, strategies and methodologies needed to successfully thwart off those who thrive on security holes and weaknesses. Filled with sample application scenarios and algorithms, this book provides an in-depth examination of present and future field technologies including encryption, authentication, copy control, tagging, tracing, conditional access and media identification. The authors present a diversified blend of theory and practice and focus on the constantly changing developments in multimedia applications thus providing an admirably comprehensive book. * Discusses state-of-the-art multimedia authentication and fingerprinting techniques * Presents several practical methodologies from industry, including broadcast encryption, digital media forensics and 3D mesh watermarking * Focuses on the need for security in multimedia applications found on computer networks, cell phones and emerging mobile computing devices

Everything changes. We are currently immersing in the Digital Era and going through in-depth change. The companies, economy, society, and even us as individuals are changing (or should be). Managing in the Digital Era is a new challenge for entrepreneurs, managers, marketers, economists, politicians... The impact of change is such that no one is left out. Communication is in the core of these changes, requiring an in-depth review of the Media industry business models and also those of other industries.

Technology, on the other hand, is the major engine of this new Era, and more than ever the leading role will be played by leaders and their teams. Today, any citizen speaks to the world, asks questions and makes demands. This book pictures the changes and the paths that are being designed by world giants, and clarifies the new challenges facing us.

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