

## From Mainframes To Smartphones A History Of The International Computer Industry Critical Issues In Business History

"Information Systems for Business and Beyond introduces the concept of information systems, their use in business, and the larger impact they are having on our world."--BC Campus website.

The history of ICL is synonymous with the history of the British computer industry. ICL was formed by a series of mergers in response to the increasing market dominance of the large American corporations, particularly IBM. The struggles between these two giants and the inherent problems and implications of competing with US multi-nationals are examined in detail in Campbell Kelly's wide ranging study. At the time of writing in the late 1980s, the author was given unrestricted access to ICL archives and his lucid account of the company, its set-backs and successes makes for a compelling and informative read. This book, which was Winner of the Wadsworth Prize for Business History (1989), will be of great interest to anyone involved in business or the computing industry.

Supply Chain Management (SCM) has been widely researched in numerous application domains during the last decade. Despite the popularity of SCM research and applications, considerable confusion remains as to its meaning. There are several attempts made by researchers and practitioners to appropriately define SCM. Amidst fierce competition in all industries, SCM has gradually been embraced as a proven managerial approach to achieving sustainable profits and growth. This book "Supply Chain Management - Applications and Simulations" is comprised of twelve chapters and has been divided into four sections. Section I contains the introductory chapter that represents theory and evolution of Supply Chain Management. This chapter highlights chronological prospective of SCM in terms of time frame in different areas of manufacturing and service industries. Section II comprised five chapters those are related to strategic and tactical issues in SCM. Section III encompasses four chapters that are relevant to project and technology issues in Supply Chain. Section IV consists of two chapters which are pertinent to risk managements in supply chain.

Individuals with disabilities, chronic conditions, and functional impairments need a range of services and supports to keep living independently. However, there often is not a strong link between medical care provided in the home and the necessary social services and supports for independent living. Home health agencies and others are rising to the challenges of meeting the needs and demands of these populations to stay at home by exploring alternative models of care and payment approaches, the best use of their workforces, and technologies that can enhance independent living. All of these challenges and opportunities lead to the consideration of how home health care fits into the future health care system overall. On September 30 and October 1, 2014, the Institute of Medicine and the National Research Council convened a public workshop on the future of home health care. The workshop brought together a spectrum of public and private stakeholders and thought leaders to improve understanding of the current role of Medicare home health care in supporting aging in place and in helping high-risk, chronically ill, and disabled Americans receive health care in their communities. Through presentations and discussion, participants explored the evolving role of Medicare home health care in caring for Americans in the future, including how to integrate Medicare home health care into new models for the delivery of care and the future health care marketplace. The workshop also considered the key policy reforms and investments in workforces, technologies, and research needed to leverage the value of home health care to support older Americans, and research priorities that can help clarify the value of home health care. This summary captures important points raised by the individual speakers and workshop participants.

The absolute beginner's guide to learning basic computer skills Computing Fundamentals, Introduction to Computers gets you up to speed on basic computing skills, showing you everything you need to know to conquer entry-level computing courses. Written by a Microsoft Office Master Instructor, this useful guide walks you step-by-step through the most important concepts and skills you need to be proficient on the computer, using nontechnical, easy-to-understand language. You'll start at the very beginning, getting acquainted with the actual, physical machine, then progress through the most common software at your own pace. You'll learn how to navigate Windows 8.1, how to access and get around on the Internet, and how to stay connected with email. Clear instruction guides you through Microsoft Office 2013, helping you create documents in Word, spreadsheets in Excel, and presentations in PowerPoint. You'll even learn how to keep your information secure with special guidance on security and privacy. Maybe you're preparing for a compulsory computing course, brushing up for a new job, or just curious about how a computer can make your life easier. If you're an absolute beginner, this is your complete guide to learning the essential skills you need: Understand the basics of how your computer works Learn your way around Windows 8.1 Create documents, spreadsheets, and presentations Send email, surf the Web, and keep your data secure With clear explanations and step-by-step instruction, Computing Fundamentals, Introduction to Computers will have you up and running in no time.

This IBM® Redbooks® publication is based on the book Introduction to the New Mainframe: z/OS Basics, SG24-6366, which was produced by the International Technical Support Organization (ITSO), Poughkeepsie Center. It provides students of information systems technology with the background knowledge and skills necessary to begin using the basic facilities of a mainframe computer. For optimal learning, students are assumed to have successfully completed an introductory course in computer system concepts, such as computer organization and architecture, operating systems, data management, or data communications. They should also have successfully completed courses in one or more programming languages, and be PC literate. This textbook can also be used as a prerequisite for courses in advanced topics, or for internships and special studies. It is not intended to be a complete text covering all aspects of mainframe operation. It is also not a reference book that discusses every feature and option of the mainframe facilities. Others who can benefit from this course include experienced data processing professionals who have worked with non-mainframe platforms, or who are familiar with some aspects of the mainframe but want to become knowledgeable with other facilities and benefits of the mainframe environment. As we go through this course, we suggest that the instructor alternate between text, lecture, discussions, and hands-on exercises. Many of the exercises are cumulative, and are designed to show the student how to design and implement the topic presented. The instructor-led discussions and hands-on exercises are an integral part of the course, and can include topics not covered in this textbook. In this course, we use simplified examples and focus mainly on basic system functions. Hands-on exercises are provided throughout the course to help students explore the mainframe style of computing. At the end of this course, you will be familiar with the following information: Basic concepts of the mainframe, including its usage and architecture Fundamentals of IBM z/VSE® (VSE), an IBM zTM Systems entry mainframe operating system (OS) An understanding of mainframe workloads and the major middleware applications in use on mainframes today The basis for subsequent course work in more advanced, specialized areas of z/VSE, such as system administration or application programming

The Structure of Digital Computing takes a fifty year perspective on computing and discusses what is significant, what is novel, what endures, and why it is all so confusing. The book tries to balance two point of views: digital computing as viewed from a business perspective, where the focus is on marketing and selling, and digital computing from a research perspective, where the focus is on developing fundamentally new technology.

In his highly provocative first book, Scott Galloway pulls back the curtain on exactly how Amazon, Apple, Facebook, and Google built their massive empires. While the media spins tales about superior products and designs, and the power of technological innovation, Galloway exposes the truth: none of these four are first movers technologically - they've either copied, stolen, or acquired their ideas. Readers will come away with fresh, game -changing insights about what it takes to win in today's economy. Print run 125,000.

The very first electronic computers were invented at the end of World War II. They were very large machines that could only be

used in special air conditioned rooms. Today, almost everybody carries a computer in their pocket, in their mobile phone. How did all this come about in only 70 years? This book is for people who would like to know the answer to this question. It tells this exciting story, with a lot of pictures. This book is not a complete history, rather it is a concise history that covers the most important people, companies and inventions that led to where we are today. The first chapter covers the evolution of computer hardware - the physical machine. The second chapter focuses on the software - the programs that provide the instructions that tell the hardware what to do. The third chapter covers the most important data networks that were developed so that computers could communicate with each other, ending with the Internet which only became the dominant computer network after 1995. The last chapter on Smartphones traces its history from the discovery of radio waves in the late 19th century to the Apple iPhone. This book does not require a lot of technical knowledge about computers. People who are interested in learning more about how computers actually work can read the companion book "Understanding Computers, Smartphones and the Internet", by Ernie Dainow.

Despite the buzz surrounding the cloud computing, only a small percentage of organizations have actually deployed this new style of IT—so far. If you're planning your long-term cloud strategy, this practical book provides insider knowledge and actionable real-world lessons regarding planning, design, operations, security, and application transformation. This book teaches business and technology managers how to transition their organization's traditional IT to cloud computing. Rather than yet another book trying to sell or convince readers on the benefits of clouds, this book provides guidance, lessons learned, and best practices on how to design, deploy, operate, and secure an enterprise cloud based on real-world experience. Author James Bond provides useful guidance and best-practice checklists based on his field experience with real customers and cloud providers. You'll view cloud services from the perspective of a consumer and as an owner/operator of an enterprise private or hybrid cloud, and learn valuable lessons from successful and less-than-successful organization use-case scenarios. This is the information every CIO needs in order to make the business and technical decisions to finally execute on their journey to cloud computing. Get updated trends and definitions in cloud computing, deployment models, and for building or buying cloud services Discover challenges in cloud operations and management not foreseen by early adopters Use real-world lessons to plan and build an enterprise private or hybrid cloud Learn how to assess, port, and migrate legacy applications to the cloud Identify security threats and vulnerabilities unique to the cloud Employ a cloud management system for your enterprise (private or multi-provider hybrid) cloud ecosystem Understand the challenges for becoming an IT service broker leveraging the power of the cloud

Why does the announcement of a new cellphone model ignite excitement and passion? Why do most people return home when they forget their cellphones, while only few would return for their wallets? How did the cellphone technology become so dominant for many of us? This book offers an analysis of the historical evolution and of the meanings of this technology in the lives of billions of people. The book offers a unique point of view on the cellphone that merges genealogical analysis of its development since the 1990s and philosophical insights into a coherent analytical framework. With new concepts like "histories of the future" and "memory prosthesis," the book aims to explain the excitement arising from new model announcements and the ever-growing dependency on the cellphone through the framing of these experiences in wide philosophical contexts. It is the first philosophical analysis of the important roles the cellphone plays in contemporary everydayness.

Does Silicon Valley deserve all the credit for digital creativity and social media? Joy Rankin questions this triumphalism by revisiting a pre-PC time when schools were not the last stop for mature consumer technologies but flourishing sites of innovative collaboration—when users taught computers and visionaries dreamed of networked access for all.

The Internet needs no introduction, and its significance today can hardly be exaggerated. Today, more people are more connected technologically to one another than at any other time in human existence. For a large share of the world's people, the Internet, text messaging, and various other forms of digital social media such as Facebook have become thoroughly woven into the routines and rhythms of daily life. The Internet has transformed how we seek information, communicate, entertain ourselves, find partners, and, increasingly, it shapes our notions of identity and community. The SAGE Encyclopedia of the Internet addresses the many related topics pertaining to cyberspace, email, the World Wide Web, and social media. Entries will range from popular topics such as Alibaba and YouTube to important current controversies such as Net neutrality and cyberterrorism. The goal of the encyclopedia is to provide the most comprehensive collection of authoritative entries on the Internet available, written in a style accessible to academic and non-academic audiences alike.

Why did the NSF create FastLane, and how did it anticipate the development of web-based e-commerce? What technical challenges did the glitch-prone early system present? Did the switch to electronic grant proposals disadvantage universities with fewer resources? And how did the scientific community help shape FastLane? Foregrounding the experience of computer users, the book draws on hundreds of interviews with scientific researchers, sponsored project administrators, NSF staff, and software designers, developers, and managers.

Department stores in Germany, like their predecessors in France, Britain, and the United States, generated great excitement when they appeared at the end of the nineteenth century. Their sumptuous displays, abundant products, architectural innovations, and prodigious scale inspired widespread fascination and even awe; at the same time, however, many Germans also greeted the rise of the department store with considerable unease. In *The Consuming Temple*, Paul Lerner explores the complex German reaction to department stores and the widespread belief that they posed hidden dangers both to the individuals, especially women, who frequented them and to the nation as a whole. Drawing on fiction, political propaganda, commercial archives, visual culture, and economic writings, Lerner provides multiple perspectives on the department store, placing it in architectural, gender-historical, commercial, and psychiatric contexts. Noting that Jewish entrepreneurs founded most German department stores, he argues that Jews and "Jewishness" stood at the center of the consumer culture debate from the 1880s, when the stores first appeared, through the latter 1930s, when they were "Aryanized" by the Nazis. German responses to consumer culture and the Jewish question were deeply interwoven, and the "Jewish department store," framed as an alternative and threatening secular temple, a shrine to commerce and greed, was held responsible for fundamental changes that transformed urban experience and challenged national traditions in Germany's turbulent twentieth century.

Smart phones are just the beginning . . . A tech exec's New York Times bestselling, groundbreaking analysis of the impact of mobile intelligence. With the perspective of a historian, the precision of a technologist, and the pragmatism of a CEO, Michael J. Saylor of MicroStrategy provides a panoramic view of the future mobile world. He describes how: A Harvard education will be available to anyone with the touch of a screen. Cash will become virtual software and crime proof. Cars, homes, fruit, animals, and

more will be tagged so they can tell you about themselves. Buying an item will be as easy as pointing our mobile device to scan and pay. Land and capital will become more of a liability than an asset. Social mobile media will push all businesses to think and act like software companies. Employment will shift as more service-oriented jobs are automated by mobile software. Products, businesses, industries, economies, and even society will be altered forever as the Mobile wave washes over us and changes the landscape. With so much change, *The Mobile Wave* is a guidebook for individuals, business leaders, and public figures who must navigate the new terrain as mobile intelligence changes everything. "The visionary picture he paints of the future is captivating, informative, and thought-provoking . . . Readers will be able understand and appreciate his clear and engaging exploration of a complex, red-hot, and thoroughly up-to-the minute topic."—USA Today "A thoughtful romp across invention and innovation."—Fortune "A blueprint for impending change and a sober warning for the laggards who resist it."—Forbes.com

The conventional wisdom on how technology will change the future is wrong. Mark Mills lays out a radically different and optimistic vision for what's really coming. The mainstream forecasts fall into three camps. One considers today as the "new normal," where ordering a ride or food on a smartphone or trading in bitcoins is as good as it's going to get. Another foresees a dystopian era of widespread, digitally driven job- and business-destruction. A third believes that the only technological revolution that matters will be found with renewable energy and electric cars. But according to Mills, a convergence of technologies will instead drive an economic boom over the coming decade, one that historians will characterize as the "Roaring 2020s." It will come not from any single big invention, but from the confluence of radical advances in three primary technology domains: microprocessors, materials, and machines. Microprocessors are increasingly embedded in everything. Materials, from which everything is built, are emerging with novel, almost magical capabilities. And machines, which make and move all manner of stuff, are undergoing a complementary transformation. Accelerating and enabling all of this is the Cloud, history's biggest infrastructure, which is itself based on the building blocks of next-generation microprocessors and artificial intelligence. We've seen this pattern before. The technological revolution that drove the great economic expansion of the twentieth century can be traced to a similar confluence, one that was first visible in the 1920s: a new information infrastructure (telephony), new machines (cars and power plants), and new materials (plastics and pharmaceuticals). Single inventions don't drive great, long-cycle booms. It always takes convergent revolutions in technology's three core spheres—information, materials, and machines. Over history, that's only happened a few times. We have wrung much magic from the technologies that fueled the last long boom. But the great convergence now underway will ignite the 2020s. And this time, unlike any previous historical epoch, we have the Cloud amplifying everything. The next long boom starts now.

Digital history is an emerging field that draws on digital technology and computational methods. A global enterprise that invites scholars worldwide to join forces, it presents exciting and novel ways we might explore, understand and represent the past. Hannu Salmi provides the most compelling introduction to digital history to date. Beginning with an examination of the origins of the digital study of history, he goes on to discuss the question of how history exists in a digitized form. He introduces basic concepts and ideas in digital history, including databases and archives, interdisciplinarity and public engagement. Outlining the problems and methods in the study of big data, both textual and visual, particular attention is paid to the born-digital era: the contemporary age that exists primarily in digital form. *What is Digital History?* is essential reading for students of history and other humanities fields, as well as anyone interested in how digitization and digital cultures are transforming the study of history.

The Handbook introduces, contextualises, critiques, and discusses a range of perspectives associated with the concept of the circular economy. These perspectives span an array of subjects including economics, environmental policymaking, sociology, environmental science, environmental and industrial engineering, management, international development, and human geography. A fundamental underpinning of the Handbook is that it takes account of a wide range of sectors, as well as geographical perspectives that incorporate both a Global North and Global South world context. This approach is crucial because it is only within such a holistic perspective that the circular economy concept can truly be examined. In addition, these issues are examined both from a theoretical as well as a practical perspective, using real-world case studies for illustration. Given its wide subject, sectoral, and geographical areas of focus, the Handbook should be of value not only for those undertaking research in the field of circular economy, but also stakeholders involved in policymaking, as well as decision-making on the front line.

From the first digital computer to the dot-com crash—a story of individuals, institutions, and the forces that led to a series of dramatic transformations. This engaging history covers modern computing from the development of the first electronic digital computer through the dot-com crash. The author concentrates on five key moments of transition: the transformation of the computer in the late 1940s from a specialized scientific instrument to a commercial product; the emergence of small systems in the late 1960s; the beginning of personal computing in the 1970s; the spread of networking after 1985; and, in a chapter written for this edition, the period 1995-2001. The new material focuses on the Microsoft antitrust suit, the rise and fall of the dot-coms, and the advent of open source software, particularly Linux. Within the chronological narrative, the book traces several overlapping threads: the evolution of the computer's internal design; the effect of economic trends and the Cold War; the long-term role of IBM as a player and as a target for upstart entrepreneurs; the growth of software from a hidden element to a major character in the story of computing; and the recurring issue of the place of information and computing in a democratic society. The focus is on the United States (though Europe and Japan enter the story at crucial points), on computing per se rather than on applications such as artificial intelligence, and on systems that were sold commercially and installed in quantities.

Readers learn to maximize the use of mobile devices, make the most of online tools for collaboration and communications, and fully utilize today's Internet capabilities with the latest edition of *DISCOVERING COMPUTERS ESSENTIALS ENHANCED*. Learners see how technology skills assist in gaining employment and advancing careers.

This edition highlights the most recent developments with new emphasis on Web Development, creating a strong web presence, and the latest Windows 10 information. The authors emphasize actionable content with a proven learning structure and practice to reinforce key skills. Self-assessments open each chapter, enabling readers to target study and learn more in less time. DISCOVERING COMPUTERS ESSENTIALS ENHANCED presents the content needed to succeed in a way that ensures understanding. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Abacus to smartphone" examines the evolution of mobile and portable computing from the beginning of time until today's modern devices. Historian and journalist Evan Koblentz focuses on the technological advances that led to where we are now, including many stories never before told.

How productivity culture and technology became emblematic of the American economic system in pre- and postwar Germany. The concept of productivity originated in a statistical measure of output per worker or per work-hour, calculated by the US Bureau of Labor Statistics. A broader productivity culture emerged in 1920s America, as Henry Ford and others linked methods of mass production and consumption to high wages and low prices. These ideas were studied eagerly by a Germany in search of economic recovery after World War I, and, decades later, the Marshall Plan promoted productivity in its efforts to help post-World War II Europe rebuild. In *Productivity Machines*, Corinna Schlombs examines the transatlantic history of productivity technology and culture in the two decades before and after World War II. She argues for the interpretive flexibility of productivity: different groups viewed productivity differently at different times. Although it began as an objective measure, productivity came to be emblematic of the American economic system; post-World War II West Germany, however, adapted these ideas to its own political and economic values. Schlombs explains that West German unionists cast a doubtful eye on productivity's embrace of plant-level collective bargaining; unions fought for codetermination—the right to participate in corporate decisions. After describing German responses to US productivity, Schlombs offers an in-depth look at labor relations in one American company in Germany—that icon of corporate America, IBM. Finally, Schlombs considers the emergence of computer technology—seen by some as a new symbol of productivity but by others as the means to automate workers out of their jobs.

Confused about zSeries Mainframes? Need to understand the z/OS operating system - and in a hurry? Then you've just found the book you need. Avoiding technical jargon, this book gives you the basic facts in clear, light-hearted, entertaining English. You'll quickly learn what Mainframes are, what they do, what runs on them, and terms and terminology you need to speak Mainframe-ese. But it's not all technical. There's also invaluable information on the people that work on Mainframes, Mainframe management issues, new Mainframe trends, and other facts that don't seem to be written down anywhere else. Programmers, managers, recruitment consultants, and industry commentators will all find this book their new best friend when trying to understand the Mainframe world.

This volume constitutes the refereed post-conference proceedings of the Third International Conference on the History and Philosophy of Computing, held in Pisa, Italy in October 2015. The 18 full papers included in this volume were carefully reviewed and selected from the 30 papers presented at the conference. They cover topics ranging from the world history of computing to the role of computing in the humanities and the arts.

The Western Meadowlark became North Dakota's State Bird in 1947. The friendly bird is a resident not only in North Dakota, but throughout the north western United States. His friendly tune is a welcome sound across North Dakota's landscape. The Western Meadowlark is just one of the many reasons why residents love living in gorgeous North Dakota! A welcoming stylish guest book creates the opportunity to greet and engage with every guest. When given the choice most home owners and Real Estate Professionals prefer to know who has attended the open house. Each book contains spaces for guests' names, phone numbers, email addresses and Real Estate Professional notes. When the homeowners ask, "Was the open house a success? How many people came through?" you can pull out this professional guest book and show them! Guest Book Girl recommends dedicating a separate book for each of your listings and to always have a few on hand for future open house events. Thank you for choosing a Guest Book Girl book for your Op

From Mainframes to Smartphones Harvard University Press

A deconstruction of gender through the voices of Siri, HAL 9000, and other computers that talk Although computer-based personal assistants like Siri are increasingly ubiquitous, few users stop to ask what it means that some assistants are gendered female, others male. Why is Star Trek's computer coded as female, while HAL 9000 in *2001: A Space Odyssey* is heard as male? By examining how gender is built into these devices, author Liz W. Faber explores contentious questions around gender: its fundamental constructedness, the rigidity of the gender binary, and culturally situated attitudes on male and female embodiment. Faber begins by considering talking spaceships like those in Star Trek, the film *Dark Star*, and the TV series *Quark*, revealing the ideologies that underlie space-age progress. She then moves on to an intrepid decade-by-decade investigation of computer voices, tracing the evolution from the masculine voices of the '70s and '80s to the feminine ones of the '90s and '00s. Faber ends her account in the present, with incisive looks at the film *Her* and Siri herself. Going beyond current scholarship on robots and AI to focus on voice-interactive computers, *The Computer's Voice* breaks new ground in questions surrounding media, technology, and gender. It makes important contributions to conversations around the gender gap and the increasing acceptance of transgender people.

Contemporary Business, Third Canadian Edition, is a comprehensive introductory course. Rooted in the basics of business, this course provides students a foundation upon which to build a greater understanding of current business practices and issues that affect their lives. A wide variety of global issues, ideas, industries, technologies, and career insights are presented in a straightforward, application-based format. Written in a conversational style and edited for plain language, Contemporary Business ensure readability for all students, including students for whom English is their second

language. The goal of this course is to improve a student's ability to evaluate and provide solutions to today's global business challenges and ultimately to thrive in today's fast-paced business environment.

A new perspective on United States software development, seen through the patent battles that shaped our technological landscape This first comprehensive history of software patenting explores how patent law made software development the powerful industry that it is today. Historian Gerardo Con Díaz reveals how patent law has transformed the ways computing firms make, own, and profit from software. He shows that securing patent protection for computer programs has been a central concern among computer developers since the 1950s and traces how patents and copyrights became inseparable from software development in the Internet age. Software patents, he argues, facilitated the emergence of software as a product and a technology, enabled firms to challenge each other's place in the computing industry, and expanded the range of creations for which American intellectual property law provides protection. Powerful market forces, aggressive litigation strategies, and new cultures of computing usage and development transformed software into one of the most controversial technologies ever to encounter the American patent system.

This book presents the first comprehensive history of innovation at NASA, bringing together experts in the field to illuminate how public-private and international partnerships have fueled new ways of exploring space since the beginning of space travel itself. Twelve case studies trace the messy, risky history of such partnerships, exploring the role of AT&T in the early development of satellite technology, the connections between the Apollo program and Silicon Valley, the rise of SpaceX, and more. Some of these projects have succeeded, and some have failed; all have challenged conventional methods of doing the public's business in space. Together, these essays offer new insights into how innovation happens, with invaluable lessons for policymakers, investors, economists, and members of the space community.

This compact history traces the computer industry from 1950s mainframes, through establishment of standards beginning in 1965, to personal computing in the 1980s and the Internet's explosive growth since 1995. Martin Campbell-Kelly and Daniel Garcia-Swartz describe a steady trend toward miniaturization and explain its consequences.

Computer: A History of the Information Machine traces the history of the computer and shows how business and government were the first to explore its unlimited, information-processing potential. Old-fashioned entrepreneurship combined with scientific know-how inspired now famous computer engineers to create the technology that became IBM. Wartime needs drove the giant ENIAC, the first fully electronic computer. Later, the PC enabled modes of computing that liberated people from room-sized, mainframe computers. This third edition provides updated analysis on software and computer networking, including new material on the programming profession, social networking, and mobile computing. It expands its focus on the IT industry with fresh discussion on the rise of Google and Facebook as well as how powerful applications are changing the way we work, consume, learn, and socialize. Computer is an insightful look at the pace of technological advancement and the seamless way computers are integrated into the modern world. Through comprehensive history and accessible writing, Computer is perfect for courses on computer history, technology history, and information and society, as well as a range of courses in the fields of computer science, communications, sociology, and management.

Most introductory books about computers are long, detailed technical books such as those used in a computer science course or else tutorials that provide instructions on how to operate a computer with little description of what happens inside the machine. This book fits in the large gap between these two extremes. It is for people who would like to understand how computers work, without having to learn a lot of technical details. Only the most important things about computers are covered. There is no math except some simple arithmetic. The only prerequisite is knowing how to use a web browser. As an alternative or adjunct to reading the book, you can watch a series of short videos by going to youtube.com and searching for "Understanding Computers, Smartphones and the Internet". Only current day technology is covered. People who are interested in learning about how computers evolved from the earliest machines can read the companion book "A Concise History of Computers, Smartphones and the Internet". While originally intended for people who are not in the computer field, this book is also useful for those taking a coding course or an introductory computer science course. Even people already in the computer field will find things of interest in this book.

This book provides a comprehensive treatment of the rapidly changing world of Web-based business technologies and their often-disruptive innovations. The history of the Web is a short one. Indeed many college graduates today were not even born when the Web first emerged. It is therefore an opportune time to view the Web as having reached the point of graduation. The Web has led to new ways in which businesses connect and operate, and how individuals communicate and socialize; related technologies include cloud computing, social commerce, crowd sourcing, and the Internet of Things, to name but a few. These developments, including their technological foundations and business impacts, are at the heart of the book. It contextualizes these topics by providing a brief history of the World Wide Web, both in terms of the technological evolution and its resultant business impacts. The book was written for a broad audience, including technology managers and students in higher education. It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who, in the course of their career paths, have reached a point where IT-related decisions have become their daily business, e.g., in digital transformation. The book describes the most important Web technologies and related business applications, and especially focuses on the business implications of these technologies. As such, it offers a solid technology- and business-focused view on the impact of the Web, and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on "behind the scenes."

A history of one of the most influential American companies of the last century. For decades, IBM shaped the way the world did business. IBM products were in every large organization, and IBM corporate culture established a management style that was imitated by companies around the globe. It was "Big Blue," an icon. And yet over the years, IBM has gone

through both failure and success, surviving flatlining revenue and forced reinvention. The company almost went out of business in the early 1990s, then came back strong with new business strategies and an emphasis on artificial intelligence. In this authoritative, monumental history, James Cortada tells the story of one of the most influential American companies of the last century. Cortada, a historian who worked at IBM for many years, describes IBM's technology breakthroughs, including the development of the punch card (used for automatic tabulation in the 1890 census), the calculation and printing of the first Social Security checks in the 1930s, the introduction of the PC to a mass audience in the 1980s, and the company's shift in focus from hardware to software. He discusses IBM's business culture and its orientation toward employees and customers; its global expansion; regulatory and legal issues, including antitrust litigation; and the track records of its CEOs. The secret to IBM's unequalled longevity in the information technology market, Cortada shows, is its capacity to adapt to changing circumstances and technologies.

In this IBM® Redbooks® publication we demonstrate that it is possible to combine the traditional strengths of the mainframe to manage large volumes of data and run business transactions with the Web 2.0 paradigm. We can get simpler interfaces, better integration among different services, lightweight protocols for communication, and much more, together with the availability, security, and reliability of mainframe data. And we will show how mainframe data can be accessed by smartphones such as Android or iPhone. But we can do more to demonstrate how flexible the mainframe platform is. Through the use of pervasive devices it is possible to add new possibilities to mainframe applications, extending System z® capabilities. We can receive notifications in real time, for example, of successful or unsuccessful termination of a TWS job stream, or we can immediately get alerts about abends that occurred in a critical application. This book is another demonstration that the mainframe is alive and kicking and can and should play a key role in modern application architectures.

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