The Optimization Edge Reinventing Decision Making To Maximize All Your Companys Assets

To maintain competitiveness in the emerging global economy, U.S. manufacturing must rise to new standards of product quality, responsiveness to customers, and process flexibility. This volume presents a concise and well-organized analysis of new research directions to achieve these goals. Five critical areas receive in-depth analysis of present practices, needed improvement, and research priorities: Advanced engineered materials that offer the prospect of better life-cycle performance and other gains. Equipment reliability and maintenance practices for better returns on capital investment. Rapid product realization techniques to speed delivery to the marketplace. Intelligent manufacturing control for improved reliability and greater precision. Building a workforce with the multidisciplinary skills needed for competitiveness. This sound and accessible analysis will be useful to manufacturing engineers and researchers, business executives, and economic and policy analysts.

A fascinating exploration of how insights from computer algorithms can be applied to our everyday lives, helping to solve common decision-making problems and illuminate the workings of the human mind All our lives are constrained by limited space and time, limits that give rise to a particular set of problems. What should we do, or leave undone, in a day or a lifetime? How much

messiness should we accept? What balance of new activities and familiar favorites is the most fulfilling? These may seem like uniquely human quandaries, but they are not: computers, too, face the same constraints, so computer scientists have been grappling with their version of such issues for decades. And the solutions they've found have much to teach us. In a dazzlingly interdisciplinary work, acclaimed author Brian Christian and cognitive scientist Tom Griffiths show how the algorithms used by computers can also untangle very human questions. They explain how to have better hunches and when to leave things to chance, how to deal with overwhelming choices and how best to connect with others. From finding a spouse to finding a parking spot, from organizing one's inbox to understanding the workings of memory, Algorithms to Live By transforms the wisdom of computer science into strategies for human living.

Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In How Big Is Your God? Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God. Take a deep dive into the concepts of machine learning as they apply to contemporary business and management. You will learn how machine learning

techniques are used to solve fundamental and complex problems in society and industry. Machine Learning for Decision Makers serves as an excellent resource for establishing the relationship of machine learning with IoT, big data, and cognitive and cloud computing to give you an overview of how these modern areas of computing relate to each other. This book introduces a collection of the most important concepts of machine learning and sets them in context with other vital technologies that decision makers need to know about. These concepts span the process from envisioning the problem to applying machine-learning techniques to your particular situation. This discussion also provides an insight to help deploy the results to improve decision-making. The book uses case studies and jargon busting to help you grasp the theory of machine learning quickly. You'll soon gain the big picture of machine learning and how it fits with other cutting-edge IT services. This knowledge will give you confidence in your decisions for the future of your business. What You Will Learn Discover the machine learning, big data, and cloud and cognitive computing technology stack Gain insights into machine learning concepts and practices Understand business and enterprise decision-making using machine learning Absorb machine-learning best practices Who This Book Is For Managers tasked with making key decisions who want to learn how and when machine learning and related technologies can help them. NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet.

Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four. Proven HR strategies that can have a real impact on organizational success This book demonstrates how some of the world's most admired and prominent organizations are redefining HR leadership by using evidence-based change to inform human capital decisions that optimize efficiency, effectiveness and strategic impact. The authors present the five foundational principles to the new HR decision science:

Logic-driven analytics, segmentation, risk leverage, synergy and integration and optimization. Includes practical suggestions and approaches to help executives put the book's principles into action Contains insight based on the experiences of leading global organization such as PNC Bank, CME Group, Royal Bank of Scotland, Deutsche Telekom and Shanda Interactive Entertainment Features in-depth case studies of 6 international companies: Coca-Cola, Khazanah Nasional Berhad, IBM, Ameriprise Financial, Royal Bank of Canada and Royal Bank of Scotland This groundbreaking book reveals a new approach to deliver sustainable change and business results. It is enhanced with success stories from leading companies that engage leadership and involve employees in ways that make a lasting impact on their companies.

The field of analytics is rapidly evolving, making it difficult for professionals and students to keep up the most current and effective applications. Managerial Analytics will help readers sort through all these new options and identify the appropriate solution. In this reference, authors Watson, Nelson and Cacioppi accurately define and identify the components of analytics and big data, giving readers the knowledge needed to effectively assess new aspects and applications. Building on this foundation, they review tools and solutions, identify the offerings best aligned to one's requirements, and show how to tailor analytics applications to an organization's specific needs. Drawing on extensive experience implementing, planning, and researching advanced analytics for business, the authors clearly explain all this,

and more: What analytics is and isn't: great examples of successful usage – and other examples where the term is being degraded into meaninglessness The difference between using analytics and "competing on analytics" How to get started with big data, by analyzing the most relevant data Components of analytics systems, from databases and Excel to BI systems and beyond Anticipating and overcoming "confirmation bias" and other pitfalls Understanding predictive analytics and getting the high-quality random samples necessary Applying game theory, Efficient Frontier, benchmarking, and revenue management models Implementing optimization at the small and large scale, and using it to make "automatic decisions"

"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.

A newly expanded and updated edition of the trading classic, Design, Testing, and Optimization of Trading Systems Trading systems expert Robert Pardo is back, and in The Evaluation and Optimization of Trading Strategies, a thoroughly revised and updated edition of his classic text Design, Testing, and Optimization of Trading Systems, he reveals how he has perfected the programming and testing of trading systems using a successful battery of his own time-proven techniques. With this book, Pardo delivers important information to readers, from the design of workable trading strategies to measuring issues like profit and risk. Written in a straightforward and accessible style, this detailed guide presents traders with a way to develop and verify their trading strategy no matter what form they are currently using–stochastics, moving averages, chart patterns, RSI, or breakout methods. Whether a trader is seeking to enhance their profit or just getting started in testing, The Evaluation and Optimization of Trading Strategies offers practical

instruction and expert advice on the development, evaluation, and application of winning mechanical trading systems. Most books on Supply Chain Management simply focus on how to move materials and key resources throughout an industrial enterprise. Reinventing Lean shows how SCM can be made "Lean, leading to much more reliable, cost-effective and competitive Supply Chain Management (SCM). In this book, the reader will find a collection of management tools that will help to implement Lean principles, and to understand the components of an integrated Supply Chain Management system. Moreover, the book will show that to make Lean SCM effective, both the functional management tools as well as an enterprise-wide cultural readiness are needed in order to lay the groundwork for a World Class Lean Supply Chain. Reinventing Lean will carefully lead engineers and manufacturing managers on how to adopt a cutting-edge Lean Supply Chain strategy. The book will lay out various proven approaches to incorporating Lean and SCM practices, by focusing on the ways in which SCM relates to materials, money, and information movement within the manufacturing environment. And because Reinventing Lean recognizes that a successful Lean SCM system cannot be achieved unless an organization supports team integration and the willingness to adapt to change, it provides not only the technical tools but also methods for changing company cultural factors that can make it all come together for a successful operation. Industrial engineers and plant managers, with strong backgrounds in SCM, will learn how lean management principles can be utilized to make their organizations leaner, more efficient, and more competitive Readers will find out how to lay out various approaches to incorporating Lean and SCM practices Readers can learn how to customize a cutting-edge Lean Supply Chain strategy which will give a distinct advantage over the competition

"What year are you preparing your students for? 1973? 1995? Can you honestly say that your school's curriculum and the program you use are preparing your students for 2015 or 2020? Are you even preparing them for today?" With those provocative questions, author and educator Heidi Hayes Jacobs launches a powerful case for overhauling, updating, and injecting life into the K-12 curriculum. Sharing her expertise as a world-renowned curriculum designer and calling upon the collective wisdom of 10 education thought leaders, Jacobs provides insight and inspiration in the following key areas: * Content and assessment--How to identify what to keep, what to cut, and what to create, and where portfolios and other new kinds of assessment fit into the picture. * Program structures--How to improve our use of time and space and groupings of students and staff. * Technology--How it's transforming teaching, and how to take advantage of students' natural facility with technology. * Media literacy--The essential issues to address, and the best resources for helping students become informed users of multiple forms of media. * Globalization--What steps to take to help students gain a global perspective. * Sustainability--How to instill enduring values and beliefs that will lead to healthier local, national, and global communities. * Habits of mind--The thinking habits that students, teachers, and administrators need to develop and practice to succeed in school, work, and life. The answers to these questions and many more make Curriculum 21 the ideal guide for transforming our schools into what they must become: learning organizations that match the times in which we live.

The managed flow of goods and information from raw material to final sale also known as a "supply chain" affects everything--from the U.S. gross domestic product to where you can buy your jeans. The nature of a company's supply chain has a significant effect on its success or failure--as in

the success of Dell Computer's make-to-order system and the failure of General Motor's vertical integration during the 1998 United Auto Workers strike. Supply Chain Integration looks at this crucial component of business at a time when product design, manufacture, and delivery are changing radically and globally. This book explores the benefits of continuously improving the relationship between the firm, its suppliers, and its customers to ensure the highest added value. This book identifies the state-of-the-art developments that contribute to the success of vertical tiers of suppliers and relates these developments to the capabilities that small and medium-sized manufacturers must have to be viable participants in this system. Strategies for attaining these capabilities through manufacturing extension centers and other technical assistance providers at the national, state, and local level are suggested. This book identifies action steps for small and medium-sized manufacturers--the "seed corn" of business start-up and development--to improve supply chain management. The book examines supply chain models from consultant firms, universities, manufacturers, and associations. Topics include the roles of suppliers and other supply chain participants, the rise of outsourcing, the importance of information management, the natural tension between buyer and seller, sources of assistance to small and medium-sized firms, and a host of other issues. Supply Chain Integration will be of interest to industry policymakers, economists, researchers, business leaders, and forward-thinking executives.

Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive,

make, distribute and support the next generation of goods in the marketplace. Reinventing the Product looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect.Reinventing the Product makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey. Today, software engineers need to know not only how to program effectively but also how to develop proper engineering practices to make their codebase sustainable and healthy. This book emphasizes this difference between programming and software engineering. How can software engineers manage a living codebase that evolves and responds to changing requirements and demands over the length of its life? Based on their experience at Google, software engineers Titus Winters and Hyrum Wright, along with technical writer Tom Manshreck, present a candid and insightful look at how some of the world's leading practitioners construct and maintain software. This book covers Google's unique engineering culture, processes, and

tools and how these aspects contribute to the effectiveness of an engineering organization. You'll explore three fundamental principles that software organizations should keep in mind when designing, architecting, writing, and maintaining code: How time affects the sustainability of software and how to make your code resilient over time How scale affects the viability of software practices within an engineering organization What trade-offs a typical engineer needs to make when evaluating design and development decisions

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.

A Practical Guide to Designing for the Web aims to teach you techniques for designing your website using the principles of graphic design. Featuring five sections, each covering a core aspect of graphic design: Getting Started, Research, Typography, Colour, and Layout. Learn solid graphic design theory that you can simply apply to your designs, making the difference from a good design to a great one

The fourth Glion Colloquium, which was held in Glion above Montreux, Switzerland, in June 2003, drew together active university leaders (presidents, rectors, vice-chancellors), along with guests from industry with close ties to academe, to compare perspectives on the future of the research university in America and Europe, as reflected in its title, 'Reinventing the Research University'. Although there was considerable discussion about whether it would be more accurate to use other verbs such as 'reforming', 'renewing' or 'refocusing', there was general agreement that change would characterize the future of the research university, driven by powerful social, economic and technological forces driving change in our world. The papers contained in this book reflect both the consensus and differences in the perspectives of the participants on these issues. In Part I, papers set the stage by considering the forces that are likely to change the nature of the research university. In Part II, the authors discuss the changing nature of education and scholarship. Part III then continues with papers on the changing nature of the interaction between the research university and broader society. In Part IV, the authors discuss the challenges of financing and governing the contemporary research university. In the concluding chapter the editors endeavour to

pull together these discussions to develop more specific suggestions concerning the issues and strategies that universities should consider as they approach a period of rapid change. [Publisher, ed].

How to Optimize Human-Machine Work Combinations Your organization has made the decision to adopt automation and artificial intelligence technologies. Now, you face difficult and stubborn questions about how to implement that decision: How, when, and where should we apply automation in our organization? Is it a stark choice between humans versus machines? How do we stay on top of these technological trends as work and automation continue to evolve? Work and human capital experts Ravin Jesuthasan and John Boudreau present leaders with a new set of tools to answer these daunting questions. Transcending the endless debate about humans being replaced by machines, Jesuthasan and Boudreau show how smart leaders instead are optimizing human-automation combinations that are not only more efficient but also generate higher returns on improved performance. Based on groundbreaking primary research, Reinventing Jobs provides an original, structured approach of four distinct steps--deconstruct, optimize, automate, and reconfigure--to help leaders reinvent how work gets bundled into jobs and create optimal human-machine combinations. Jesuthasan and Boudreau show leaders how to continuously reexamine what a job really is, and they provide the tools for identifying the pivotal performance value of tasks within jobs and how these tasks should be reconstructed into new, more optimal combinations. With numerous examples and practical advice for applying the four-step process, Reinventing Jobs gives leaders a more precise, planful, and actionable way to decide how, when, and where to apply and optimize work automation.

Why downsize when you can OPTIMIZE? "At McDonald's

our focus has always been on providing maximum value to customers through 'optimal' quality and tight cost management, which is why Optimization has become such a pivotal concept for us. Steve Sashihara's book brings the concept to life." —Kenneth M. Koziol, Corp. Senior Vice President, Innovation and Design, McDonald's Corp. "Steve Sashihara convincingly demonstrates how the application of advanced quantitative techniques can significantly improve day-to-day decision making, which is what we have done at Quad/Graphics." —Dave Blais, Executive Vice President, Quad/Graphics "The Optimization Edge is a powerful book that will change the way organizations make decisions and manage their assets." —Frances Hesselbein, President and CEO, Leader to Leader Institute; Recipient, Presidential Medal of Freedom "At UPS, the 'optimization edge' has given us a competitive advantage. It enables us to solve problems of great complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers." —Chuck Holland, Vice President of Industrial Engineering, UPS About the Book: In these challenging economic times, more and more companies have turned to "cut-back management" to ensure their survival. But how do some manage to outshine their competitors—and even grow—during downturns? How does Google outsearch the other search engines? How does McDonald's McClobber the competition? More important, how can you increase your company's profits without downsizing? The answer is Asset Optimization. This groundbreaking approach to decision making utilizes the latest advances in mathematics and computer software. Optimization expert Steve Sashihara shows you how to squeeze every ounce of value from your company, even under "perfect storm" conditions. You'll learn how to: Drive up your company's value—even in a downturn Re-allocate

your resources—for maximum performance Streamline your company—and stay ahead of the competition Optimize your assets—for long-term growth A proven, practical, and workable alternative to "corporate anorexia," Optimization is your best option for dealing head-on with marketplace volatility and resource scarcity. This step-by-step guide offers concrete, ready-to- use tools drawn from decades of superior business practices—the best-kept secrets of global successes such as Amazon, Google, Marriott, McDonald's, Intel, SAS, and UPS. You'll learn what Optimization is, what best practices you can immediately put to use, how to use Optimization to speed up and improve decision making, and how to integrate Optimization into your organization's culture. If you want to thrive in any economy—and grow your company in the future—forget about downsizing. Get The Optimization Edge.

Many companies move workloads to the cloud only to encounter issues with legacy processes and organizational structures. How do you design new operating models for this environment? This practical book shows IT managers, CIOs, and CTOs how to address the hardest part of any cloud transformation: the people and the processes. Author Mike Kavis (Architecting the Cloud) explores lessons learned from enterprises in the midst of cloud transformations. Youâ??ll learn how to rethink your approach from a technology, process, and organizational standpoint to realize the promise of cost optimization, agility, and innovation that public cloud platforms provide. Learn the difference between working in a data center and operating in the cloud Explore patterns and anti-patterns for organizing cloud operating models Get best practices for making the organizational change required for a move to the cloud Understand why site reliability engineering is essential for cloud operations Improve organizational performance through value stream mapping

The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's AssetsMcGraw Hill Professional

Discover recent powerful advances in the theory, methods, and applications of decision and risk analysis Focusing on recent advances and innovations in the field of decision analysis (DA), Breakthroughs in Decision Science and Risk Analysis presents theories and methods for making, improving, and learning from significant practical decisions. The book explains these new methods and important applications in an easily accessible and stimulating style for readers from multiple backgrounds, including psychology, economics, statistics, engineering, risk analysis, operations research, and management science. Emphasizing topics not traditionally found in DA literature, the book illustrates genuine advances in practical decision science and includes developments and trends that depart from, or break with, the standard axiomatic DA paradigm in fundamental and useful ways. The book features methods for coping with realistic decision-making challenges, including online adaptive learning algorithms, innovations in robust decision-making, and the use of a variety of models to provide more-or-less plausible explanations for available data and recommended actions. In addition, the book illustrates how these techniques can be applied to dramatically improve risk management decisions. Breakthroughs in Decision Science and Risk Analysis also includes: An emphasis on new approaches rather than classical and traditional ideas Discussions of how decision and risk analysis can be applied to improve high-stakes policy and management decisions Coverage of the potential value and realism of decision science within applications in financial, health, safety, environmental, business, engineering, and security risk management Innovative methods for deciding what to do when decision

problems are not completely known or described or when useful probabilities cannot be specified Recent breakthroughs in the psychology and brain science of risky decisions, mathematical foundations and techniques, and integration with learning and pattern recognition methods from computational intelligence Breakthroughs in Decision Science and Risk Analysis is an ideal reference for researchers, consultants, and practitioners in the fields of decision science, operations research, business, management science, engineering, statistics, and mathematics. The book is also an appropriate guide for managers, analysts, and decision and policy makers in the areas of finance, health and safety, environment, business, engineering, and security risk management. Louis Anthony (Tony) Cox, Jr. PhD, is Chief Sciences Officer of NextHealth Technologies, a Denver-based health care advanced analytics software company and President of Cox Associates, Inc., a Denver-based applied research company specializing in quantitative health risk assessment, risk analysis, causal modeling, and operations research. Dr. Cox is also Clinical Professor of Biostatistics and Informatics at the University of Colorado at Denver, a member of the National Academy of Engineering, and Editor-in-Chief of Risk Analysis: An International Journal. A detailed look at the evolution of employment and its far–reaching implications Lead the Work takes an incisive look at the evolving nature of work, and how it?s affecting management and productivity at the organizational level. Where getting things done once meant assigning it to an employee, today?s leaders are increasingly at risk if they fail to recognize that talent can float into and out of an organization. Long–term employment has given way to medium– or short–term employment, marking the first step in severing the bond that once fixed an individual inside an organization. Getting work done by means other than an

employee was once considered a fringe event, but now leading organizations are accepting and taking advantage of the notion that talent has shown itself to be mutable. This book explores this phenomenon in detail and provides a new roadmap to help managers navigate this new environment. The workplace has undergone many changes over the years, but the emerging trend away from traditional employment represents a massive shift that has profound implications for the business model of every organization, large or small. This book describes how management is changing, and how managers must adapt to survive. Examine the dispersed organization and the changing nature of employment Learn how work is becoming impermanent and individualized Find new strategies for managing and leading Get up to speed on the decision science for the new era Workplaces evolve like biological beings; only the strong survive, and it?s the competitive edge that ensures continued success. Lead the Work describes the new landscape, and shows you how to adapt and thrive.

Product-driven process design – from molecule to enterprise provides process engineers and process engineering students with access to a modern and stimulating methodology to process and product design. Throughout the book the links between product design and process design become evident while the reader is guided step-by-step through the different stages of the intertwining product and process design activities. Both molecular and enterprise-wide considerations in design are introduced and addressed in detail. Several examples and case studies in emerging areas such as bio- and food-systems, pharmaceuticals and energy are discussed and presented. This book is an excellent guide and companion for undergraduate, graduate students as well as professional practitioners.

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

How to lead the change Analytics are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization and determining the kinds of structure and talent that are needed to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight into the changing marketing

organization—digital, agile, and analytical—and the tools for reinventing it. Written by the head of global marketing for SAS, The Analytical Marketer is based on the author's firsthand experience of transforming a marketing organization from "art" to "art and science." Challenged and inspired by their company's own analytics products, the SAS marketing team was forced to rethink itself in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author's candid lessons learned as she led the marketing organization's transformation. With additional examples from other leading companies, this book is a practical guide and set of best practices for creating a new marketing culture that thrives on and adds value through data and analytics.

Decision-making is a process of choosing from possible courses of action in order to attain goals and objectives. Nobel laureate Herbert Simon wrote that the whole process of managerial decision-making is synonymous with the practice of management. Decision-making is at the core of all managerial functions. Planning, for example, involves the following decisions: What should be done? When? How? Where? By whom? Other managerial functions, such as organizing, implementing, and controlling, rely heavily on

decision-making.Decision by Objectives is an invaluable book about the art and science of decision-making. It presents a very practical approach to decision-making that has a sound theoretical foundation, known as the analytic hierarchy process. Intended for both the student and the professional, the book includes approaches to prioritizing, evaluating alternative courses of action, forecasting, and allocating resources. By focusing on objectives rather than alternatives alone, it shows the reader how to synthesize information from multiple sources, analyses, and perspectives. The methods presented have been gaining popularity throughout the world.

It is currently an exciting time for organizations with regard to the recruitment of talent. The business and organizational pressures for finding and hiring the best people could not be greater. Recruitment has not changed as a process – a vacancy still needs a suitable hire. However, the landscape, tools, technologies, behaviors and expectations regarding how an organization approaches sourcing and acquiring talent are changing rapidly. This book chronicles one organization's journey as it goes about re-orienting the focus of its talent acquisition capability from the current reactive process to a strategic and proactive program capable of consistently sourcing and recruiting the very best people available. Forward-looking companies are

seizing this opportunity to create a true competitive advantage in talent sourcing and acquisition. They are focusing on fine-tuning the fundamentals, while devoting increased time and planning to the more strategic areas of talent acquisition, including workforce planning and strategic sourcing. Their best-in-class approaches elevate recruitment from a transactional, short-term focused activity to a strategic, integrated, long-term approach that optimizes their investments in people. This book articulates both the challenges and the response options that confront organizations as they compete for talent in this fast-changing business climate. The initial sections here provide a macro view on the changing work landscape and how recent trends and developments around technology and innovation are impacting the discipline of Talent Acquisition. The book is designed as a running case study profiling the best practices in recruiting. Drawing on both primary and secondary research, it adapts and learns from the best practices of high-impact business functions, such as a lean supply chain, analytics, process re-engineering, sales and marketing, and discusses the leading academics and practitioners in this regard. As such, this book will elevate awareness and discourse on the topic, and will help concretize a roadmap for organizations looking to revisit and re-invent their talent acquisition philosophies and practices as they compete for

talent in today's world.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

"A very rich book sprinkled with real-life examples as well as battle-tested advice." —Pierre Haren, VP ILOG, IBM "James does a thorough job of explaining Decision Management Systems as enablers of a formidable business transformation." —Deepak Advani, Vice President, Business Analytics Products and SPSS, IBM Build Systems That Work Actively to Help You Maximize Growth and Profits Most companies rely on operational systems that are largely passive. But what if you could make your systems active participants in optimizing your business? What if your systems could act intelligently on their own? Learn, not just report? Empower users to take action instead of simply escalating their problems? Evolve without massive IT investments? Decision Management Systems can do all that and more. In this book, the field's leading expert demonstrates how to use them to drive unprecedented levels of business value. James Taylor shows how to integrate operational and analytic technologies to create systems that are more agile, more analytic, and more adaptive. Through actual case studies, you'll learn how to combine technologies such as predictive analytics, optimization, and business rules—improving customer service, reducing fraud, managing risk, increasing agility, and driving growth. Both a practical how-to guide and a framework for planning, Decision Management Systems focuses on mainstream

business challenges. Coverage includes Understanding how Decision Management Systems can transform your business Planning your systems "with the decision in mind" Identifying, modeling, and prioritizing the decisions you need to optimize Designing and implementing robust decision services Monitoring your ongoing decision-making and learning how to improve it Proven enablers of effective Decision Management Systems: people, process, and technology Identifying and overcoming obstacles that can derail your Decision Management Systems initiative

Create learning experiences that transform not only learning, but life itself. Learn about, improve, and expand your world of learning. This hands-on companion to the runaway best-seller, Deep Learning: Engage the World Change the World, provides an essential roadmap for building capacity in teachers, schools, districts, and systems to design deep learning, measure progress, and assess conditions needed to activate and sustain innovation. Loaded with tips, tools, protocols, and real-world examples, the easy-to-use guide has everything educators need to construct and drive meaningful deep learning experiences that give purpose, unleash student potential, and prepare students to become problem-solving change agents in a global society.

The authors of Thinking Strategically demonstrate

how to apply the principles in game theory to achieve greater personal and professional successes, drawing on a diverse array of case studies to explain how to develop a win-oriented way of seeing the world.

The seventh edition of Spanish banking group BBVA's annual series is dedicated to unveiling the new digital business models for twenty-first century companies. Esteemed experts from BBVA, "The Economist," Harvard University, Columbia Business School, Geoffrey Moore Consulting and more, contribute texts in accessible language.

Every company has a personality. Does yours help or hinder your results? Does it make you fit for growth? Find out by taking the quiz that's helped 50,000 people better understand their organizations at OrgDNA.com and to learn more about Organizational DNA. Just as you can understand an individual's personality, so too can you understand a company's type—what makes it tick, what's good and bad about it. Results explains why some organizations bob and weave and roll with the punches to consistently deliver on commitments and produce great results, while others can't leave their corner of the ring without tripping on their own shoelaces. Gary Neilson and Bruce Pasternack help you identify which of the seven company types you work for—and how to keep what's good and fix what's wrong. You'll feel the shock of recognition ("That's me, that's my company") as you find out whether your organization is: • Passive-Aggressive ("everyone agrees, smiles, and nods, but nothing changes"): entrenched underground

resistance makes getting anything done like trying to nail Jell-O to the wall • Fits-and-Starts ("let 1,000 flowers bloom"): filled with smart people pulling in different directions • Outgrown ("the good old days meet a brave new world"): reacts slowly to market developments, since it's too hard to run new ideas up the flagpole • Overmanaged ("we're from corporate and we're here to help"): more reporting than working, as managers check on their subordinates' work so they can in turn report to their bosses • Just-in-Time ("succeeding, but by the skin of our teeth"): can turn on a dime and create real breakthroughs but also tends to burn out its best and brightest • Military Precision ("flying in formation"): executes brilliant strategies but usually does not deal well with events not in the playbook • Resilient ("as good as it gets"): flexible, forward-looking, and fun; bounces back when it hits a bump in the road and never, ever rests on its laurels For anyone who's ever said, "Wow, that's a great idea, but it'll never happen here" or "Whew, we pulled it off again, but I'm tired of all this sprinting," Results provides robust, practical ideas for becoming and remaining a resilient business. Also available as an eBook From the Hardcover edition. Your Company Isn't Fast Enough. Here's How to Change That. The traditional hierarchical organization is dead, but what replaces it? Numerous new models--the agile organization, the networked organization, and holacracy, to name a few--have emerged, but leaders need to know what really works. How do you build an organization that is responsive to fast-changing markets? What kind of organization delivers both speed and scale, and how do

you lead it? Arthur Yeung and Dave Ulrich provide leaders with a much-needed blueprint for reinventing the organization. Based on their in-depth research at leading Chinese, US, and European firms such as Alibaba, Amazon, DiDi, Facebook, Google, Huawei, Supercell, and Tencent, and drawing from their synthesis of the latest organization research and practice, Yeung and Ulrich explain how to build a new kind of organization (a "market-oriented ecosystem") that responds to changing market opportunities with speed and scale. While other books address individual pieces of the puzzle, Reinventing the Organization offers a practical, integrated, six-step framework and looks at all the decisions leaders need to make--choosing the right strategies, capabilities, structure, culture, management tools, and leadership--to deliver radically greater value in fast-moving markets. For any leader eager to build a stronger, more responsive organization and for all those in HR, organizational development, and consulting who will shape and deliver it, this book provides a much-needed roadmap for reinvention.

The Regulatory Technology Handbook The transformational potential of RegTech has been confirmed in recent years with US$1.2 billion invested in start-ups (2017) and an expected additional spending of US$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance

professionals, start-ups and policy makers. The REGTECH Book brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as: • The economic impact of digitization and datafication of regulation • How new technologies (Artificial Intelligence, Blockchain) are applied to compliance • Business use cases of RegTech for cost-reduction and new product origination • The future regulatory landscape affecting financial institutions, technology companies and other industries Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, the RegTech Book represents an invaluable resource that paves the way for 21st century regulatory innovation.

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wear-

able sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

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