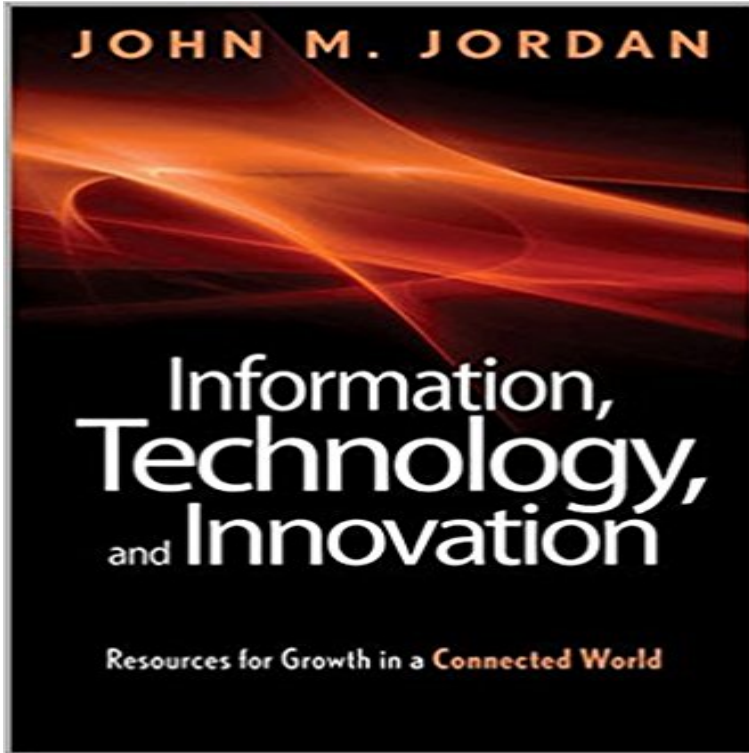


Information, Technology, and Innovation: Resources for Growth in a Connected World



A big-picture look at how the latest trends in information management and technology are impacting business models and innovation worldwide. With all of the recent emphasis on big data, analytics and visualization, and emerging technology architectures such as smartphone networks, social media, and cloud computing, the way we do business is undergoing rapid change. The right business model can create overnight sensationsthink of Groupon, the iPad, or Facebook. At the same time, alternative models for organizing resources such as home schooling, Linux, or Kenyas Ushihidi tool transcend conventional business designs. Timely and visionary, Information, Technology, and the Future of Commerce looks at how the latest technology trends and their impact on human behavior are impacting business practices from recruitment through marketing, supply chains, and customer service. Discusses information economics, human behavior, technology platforms, and other facts of contemporary life Examines how humans organize resources and do work in the changing landscape Provides case studies profiling how competitive advantage can be a direct result of innovative business models that exploit these trends Revealing why traditional strategy formulation is challenged by the realities of the connected world, Information, Technology, and the Future of Commerce ties technology to business and social environments in an approachable, informed manner with innovative, big-picture analysis of whats taking place now in information strategy and technology.

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