2013 Netflix Strategic Analysis

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

Bringing together well-established scholars of media, political science, sociology, and film to investigate the representation of Washington politics on U.S. television from the mid-2000s to the present, this volume offers stimulating perspectives on the status of representations of contemporary US politics, the role of government and the machinations and intrigue often associated with politicians and governmental institutions. The authors help to locate these representations both in the context of the history of earlier television shows that portrayed the political culture of Washington as well as within the current political culture transpiring both inside and outside of "The Beltway." With close attention to issues of gender, race and class and offering studies from contemporary quality television, including popular programmes such as The West Wing, Veep, House of Cards, The Americans, The Good Wife and Scandal, the authors examine the ways in which televisual representations reveal changing attitudes towards Washington culture, shedding light on the role of the media in framing the public's changing perception of politics and politicians. Exploring the new era in which television finds itself, with new production practices and the possible emergence of a new 'political genre' emerging, Politics and Politicians in Contemporary U.S. Television also considers the 'humanizing' of political characters on television, asking what that representation of politicians as human beings says about the national political culture. A fascinating study that sits at the intersection of politics and television, this book will appeal to scholars of popular culture, sociology, cultural and media studies.

Pride and Ferrell's MARKETING 2016 provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven text helps students develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. MARKETING 2016 delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples, including up-to-date material on social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, and updated learning objectives. Perfect for students of all backgrounds and interest levels, MARKETING 2016 is an essential resource for classroom and career success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above $3 billion. Yet long- term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary-he was named Business Person of the Year in 2010 by Fortune-even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

'Küng's book stands out for its focus on concepts, drivers, and dynamics. Its scope and learning are brilliant and dazzling. This updated edition will be a source of insight for students and a tool for industry veterans who seek the perspective of academia.' – Eli Noam, Columbia Business School 'A landmark contribution to scholarship, Küng's excellent book provides an empirically rich and analytically sharp-sighted guide to contemporary organizational strategies in a complex and dynamic media environment.' – Gillian Doyle, University of Glasgow 'In the age of relentless technological disruption, unlimited distribution and non-professionalization, media firms are more dependent than ever on strategic management. Küng articulates the dimensions of media industries to account for an ever-increasing array of challenges and strategies.' – David Craig, University of Southern California In this Second Edition of a book many found

invaluable for research and teaching, including myself, Küng accomplishes a challenging task: to preserve all the best qualities of the First Edition while both extending the scope and deepening understandings about strategic management theory in application to media industries.' – Gregory Ferrell Lowe, University of Tampere With the media industries facing unprecedented change and challenge from top to bottom, it has never been more vital to understand the elements of strategy and how they apply to media organizations. This new edition: Shows innovation, disruption and strategic adaptation in action, with a stronger focus on a case-based approach Takes readers deep into case studies on BuzzFeed, The Guardian, Netflix, the New York Times and the BBC Explains strategic theory and concepts with insight and clarity Shows how to understand change and decision-making within media organizations. This is the essential guide to change and management in the media industries – ideal for students of media studies, media economics and media management.

The hospitality, travel, and tourism industries play a major role in citizen wellbeing, socio-cultural integration, and the economic advancement of a nation. The industries are increasingly complex in operation, demanding excellence across a far-reaching and diverse set of capabilities and changes in management practices across the board. With growing expectations for a better service quality from the users and endless calls for value-added service, managers are under constant pressure to improve their services across all aspects while growing customer numbers to meet various stakeholder expectations. Contemporary Management Approaches to the Global Hospitality and Tourism Industry is a key reference source that provides crucial knowledge on the application of new management practices and trends in the tourism industry. While highlighting topics such as service quality, culture sensitivity, and brand marketing, this publication explores the influence of globalization and the methods of sustainable business practices. This book is ideally designed for managers, hotel directors, restaurateurs, researchers, industry professionals, professors, and students seeking cutting-edge hospitality and tourism management strategies.

Strategy decision making and action used to be off limits to all but the select few at the very top of an organization. It was a largely cerebral activity focused on grand long-terms plans made at annual off-site retreats away from the daily challenges of the business. That is no longer the case. The current business environment does not wait for companies to slowly adjust in an annual meeting. The relentless pace of change renders today's long-term future tomorrow's history. Rapid innovations and ever-increasing complexities limit executives' ability to make decisions with perfect information. Does this mean strategy is no longer useful, or even feasible? No. Good strategists are needed now more than ever. But today's high-performing organizations think of strategy differently than in the past. These companies make strategy part of every manager's role; they strategize continuously and tackle strategic problems through individuals from all parts of the organization. Strategy in this new, fast-paced world is about diagnosing the diverse array of complex challenges confronting organizations, deciding on novel solutions to address those challenges, and delivering by taking action on those solutions. Including a novel organizational framework and never-before-published application examples, Strategy in 3D helps build these foundational skills and prepares the reader for success as a strategist in the 21st century.

Learn how to think and act like an effective marketer and forward-focused disruptor in today's dynamic, fast-paced business environment with Ferrell/Hartline/Hochstein's MARKETING STRATEGY, 8E. You learn to develop long-term, customer-oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples from organizations as familiar as Spotify, Nintendo and Microsoft work with updated vignettes and the latest research and data. New cases from Tesla, Netflix and even the recent COVID-19 pandemic clearly illustrate the need for marketers to think proactively and anticipate change. You examine today's trends, from strategic digital marketing tools and integrated marketing communication to new marketing models. This edition also discusses product labeling, social media segmentation, crisis preparedness and innovation in global marketing as you learn to analyze, plan and implement effective marketing strategies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections http://gocengage.com/infotrac. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The most complete introduction for students looking for a briefer guide to strategic management, packed with real-life examples and an emphasis on the essential tools of analysis.

Ideal for MBA and advanced undergraduate students, Contemporary Strategy Analysis, 11th Edition delivers an accessible and insightful exploration of the fundamentals of strategic value creation. With a strong focus on practical strategies proven to work in the real-world, the text includes a multitude of case studies based on recognizable companies that illustrate the implementation of the concepts discussed within.

Business Planning and Market Strategy offers students, entrepreneurs, and executives penetrating insights into developing business plans and market strategies that bolster the odds of succeeding in today's highly competitive marketplace. Rather than reduce the planning process to mechanistic, step-by-step instructions, which promote "thinking inside the box," author E.K. Valentin provides practical planning guidelines that encourage creative strategic problem solving. Drawing on both his business experience and the business literature, he explains not only what entrepreneurs and executives should look at when pondering plans and strategies, but also what they should look for. The book's unique applied perspective, sets Business Planning & Market Strategy apart from conventional "how to" planning guides.

Seminar paper from the year 2018 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,0, University of Applied Sciences Hamburg (Hochschule Macromedia), course: Lehrprojekt 1, language: English, abstract: In this project thesis a SWOT analysis will be performed on the media company Netflix, Inc. Netflix is the world's leading internet entertainment service with over 109 million members in over 190 countries. It ranks place 28 in 2017's list of the top 100 world's largest media companies. The success of Netflix has increased constantly in recent years. The reason for this is the evolution of media consumption. The new generation watches series and movies on streaming platforms like Netflix and no longer on television. People have become more independent and can decide for themselves when and where they want to follow their series and movies. Netflix's influence grew in the past but the fight about the TV has not started yet. One day in the near future it will commence, and Netflix needs to be prepared for that. In this project thesis a detailed analysis of the strengths, weaknesses, opportunities and threats of Netflix will be conducted. The special challenge for Netflix is to have a good plan as soon as the cable TV programmes try to attack. Different possibilities of offering better and more customer-oriented content will be analysed. Will Netflix eventually replace the traditional television as we know it and become the number one provider for streaming services? This project thesis will analyse the current situation and in the end a recommendation for Netflix' future will be given.

With over 90 million members in more than 130 countries, Netflix has proven itself to be a leader in the global Internet TV industry. This case study documents the firm's phenomenal rise from uncertain beginnings in DVD rentals to online streaming and original content. It highlights the role of dynamic capabilities in the company's global success, showing how the firm's strategy evolved over three key eras in its history. During the first era Netflix focused on the establishment of a scalable business model in the form of DVD rentals offered to mainstream segments at a competitive price. It developed novel resources and capabilities in its second era with reliable online streaming and 'big data' algorithms that customized a variety of content to customer preferences. However, it was only with the introduction of "Netflix Originals", that the firm exercised dynamic capabilities. What were the dynamic capabilities underlying the firm's growth? Are the strategic approaches that the firm used in the past sufficient to assure sustainable competitive advantage on a global scale?

The 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, as it explores the key concepts within a clear and logical structure. Lynch guides you through 19 chapters, with updated case studies and pedagogy that support the modern business and management student from start to finish. Continuous contrast between prescriptive and emergent views of strategy highlights key debates within the discipline, whilst an emphasis on the practical throughout the book helps you turn theory into practice

Social Media Strategy: Tools for Professionals and Organizations, by Phillip G. Clampitt, shows professionals and organizations how to use social media more effectively and strategically. With a focus on what makes social media unique among communication platforms, this book offers practical guidance on creating, implementing, and evaluating social media strategies and tactics. Social media is constantly evolving, so Social Media Strategy focuses on enduring strategic principles and uses case studies and exercises throughout to help readers build the fundamental competencies needed by today's social media managers. About This Book This book, "Managing Digital: Concepts and Practices", is intended to guide a practitioner through the journey of building a digital-first viewpoint and the skills needed to thrive in the digital-first world. As such, this book is a bit of an experiment for The Open Group; it isn't structured as a traditional standard or guide. Instead, it is structured to show the key issues and skills needed at each stage of the digital journey, starting with the basics of a small digital project, eventually building to the concerns of a large enterprise. So, feel free to digest this book in stages — the section Introduction for the student is a good guide. The book is intended for both academic and industry training purposes. This book seeks to provide guidance for both new entrants into the digital workforce and experienced practitioners seeking to update their understanding on how all the various themes and components of IT management fit together in the new world. About The Open Group Press The Open Group Press is an imprint of The Open Group for advancing knowledge of information technology by publishing works from individual authors within The Open Group membership that are relevant to advancing The Open Group mission of Boundaryless Information Flow™. The key focus of The Open Group Press is to publish high-quality monographs, as well as introductory technology books intended for the general public, and act as a complement to The Open Group Standards, Guides, and White Papers. The views and opinions expressed in this book are those of the author, and do not necessarily reflect the consensus position of The Open Group members or staff. Packed with real-life examples and emphasising the essential tools of analysis, this is the ideal introduction for students taking their first steps into strategic management.

"The Netflix Effect examines the scope and influence of Netflix, a company at the forefront of the changing relationships between media and technology"--

Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.

This book identifies and discusses the main challenges facing digital business innovation and the emerging trends and practices that will define its future. The book is divided into three sections covering trends in digital systems, digital management, and digital innovation. The opening chapters consider the issues associated with machine intelligence, wearable technology, digital currencies, and distributed ledgers as their relevance for business grows. Furthermore, the strategic role of data visualization and trends in digital security are extensively discussed. The subsequent section on digital management focuses on the impact of neuroscience on the management of information systems, the role of IT ambidexterity in managing digital transformation, and the way in which IT alignment is being reconfigured by digital business. Finally, examples of digital innovation in practice at the global level are presented and reviewed. The book will appeal to both practitioners and academics. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox that enables easy understanding and assists in exploiting business opportunities involving digital business innovation.

America has an urgent need for Latino and Latina executives. This book identifies a path to uplift and amplify their representation in leadership. Latinos and Latinas will account for a third of our workforce by 2050—yet they make up only 5 percent of senior roles in corporate America. Dr. Robert Rodriguez and Andrés T. Tapia call this low percentage of Latino and Latina corporate executives today the "5 percent Shame." Inspired by Price M. Cobbs's seminal work on the secrets of successful Black leaders, this book seeks to understand the impact on Latinos and Latinas of the external forces of conscious and unconscious biases and of the internal forces of whether to assimilate or double down on their cultural identities in their quest to get ahead. The second edition features a new foreword by Henry Cisneros, former secretary of the Department of Housing and Urban Development, as well as updated statistics and graphs to represent how America's career landscape for Latinos has and has not changed and how to ensure Latinos can rise to their fullest potential. Using insights from in-depth interviews with twenty highly successful boomer Latino and Latina executives and focus groups with dozens of Gen X and millennial leaders,

the authors have captured lessons about how these individuals chose their career paths, addressed challenges, and seized opportunities. The discussions are interpreted through the lenses of the authors' different personal experiences as Latino leaders in corporate America and synthesized as a guide for future leaders.

Seminar paper from the year 2019 in the subject Communications - Movies and Television, grade: 1,0, University of Tubingen (Institut für Medienwissenschaft), course: Global Media Theory, language: English, abstract: This paper discusses, on the one hand, the South Korean (hereafter Korea) OTT (over the top) video market and the struggles of foreign SVOD (subscription video on demand) services in Korea. On the other hand, it looks at the distribution of Korean media content in a global context through digital platforms. The primary example chosen is Netflix. First, I will briefly review the selected literature, then list the rationale and thesis before explaining why a political economy approach is used, and what theoretical framework is applied in the analysis. In the main section, the objects of analysis are the highly competitive Korean OTT market, and the role of Netflix in the distribution of Korean content outside of Korea. Finally, in the conclusion, I will reiterate the rationale, and state how I have argued the thesis statement. Additionally, the main findings will be summarized, and the usefulness of the selected theoretical framework evaluated.

This thesis is more of a case study, aiming to explore the potential impact of Netflix' business model and strategy on the traditional television and film ecosystem. It is a forward-looking examination, derived from CEO Reed Hastings' Long-Term View for Netflix as declared through the company's Investor Relations website in February 2014. This outlook was presented the same time the company's 10-K was filed for Fiscal Year [FY] 2013 with the Securities and Exchange Commission. Reed Hastings' Long-Term View for Netflix is written like a manifesto, declaring the revolutionary power that the company holds with regards to the television and film industry, primarily as a distributor of content. Netflix's power lies within its proprietary system and application technology that offers its subscribers suggestions and recommendations on what next to watch based on their viewing preferences and history. This collection of data has allowed Netflix to make decisions on content licensing and acquisition and, within the last few years, investment in original content. The Internet TV network's platform is available to subscribers for a no-commitment low monthly fee. Content is widely accessible, from any Internet connection and across a multitude of devices, from smartphones to large-format Smart TVs. Hastings declares that "the linear TV channel model is ripe for replacement" because of new time-shifting capabilities and technological advancements, including Netflix's own, that have given audiences advanced screen proliferation, and new choices in how they consume television and film, primarily through the Internet. This case study aims to present the ways in which Netflix is challenging that linear television model and theatrical film release model alike through their business model and strategy, as outlined particularly in the company's long-term view, outlook in their financial documents to investors, and releases about future endeavors.

This book presents and discusses the main strategic and organizational challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars. The first part of the book analyzes strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage, which is also attributable to empowerment of activities such as consumer profiling, market segmentation, and development of new products or services. Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as government and education and to Big Data-driven business models. The second part of the book addresses the impact of Big Data and analytics on management and organizations, focusing on challenges for governance, evaluation, and change management, while the concluding part reviews real examples of Big Data and analytics innovation at the global level. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics.

The coming of age of audiovisual translation studies has brought about a much-needed surge of studies focusing on the audience, their comprehension, appreciation or rejection of what reaches them through the medium of translation. Although complex to perform, studies on the reception of translated audiovisual texts offer a uniquely thorough picture of the life and afterlife of these texts. This volume provides a detailed and comprehensive overview of reception studies related to audiovisual translation and accessibility, from a diachronic and synchronic perspective. Focusing on all audiovisual translation techniques and encompassing theoretical and methodological approaches from translation, media and film studies, it aims to become a reference for students and scholars across these fields.

This book is the first general social analysis that seriously considers the daily experience of information disruption and software failure within contemporary Western society. Through an investigation of informationalism, defined as a contemporary form of capitalism, it describes the social processes producing informational disorder. While most social theory sees disorder as secondary, pathological or uninteresting, this book takes disordering processes as central to social life. The book engages with theories of information society which privilege information order, offering a strong counterpoint centred on "disinformation." Disorder and the Disinformation Society offers a practical agenda, arguing that difficulties in producing software are both inherent to the process of developing software and in the social dynamics of informationalism. It outlines the dynamics of software failure as they impinge on of information workers and on daily life, explores why computerized finance has become inherently self-disruptive, asks how digital enclosure and intellectual property create conflicts over cultural creativity and disrupt informational accuracy and scholarship, and reveals how social media can extend, but also distort, the development of social movements.

Rooted in strategic management research, Business Model Innovation explores the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. The book investigates how organizations can use innovations in business models to take advantage of entrepreneurial opportunities from: • Crowdsourcing and open innovation • Long Tails • Social media • Disruptive technologies • Less-is-more innovations • Network effects • Scarcity of complementary capabilities The book also looks at the ways firms can use innovations in business models to exploit or defend against threats. With twelve supplementary cases to help readers apply the concepts and techniques, this book is a must-have for anyone looking to understand the fundamentals of business model innovation.

Society is now completely driven by data with many industries relying on data to conduct business or basic functions within the organization. With the efficiencies that big data bring to all institutions, data is continuously being collected and analyzed. However, data sets may be too complex for traditional data-processing, and therefore, different strategies must evolve to solve the issue. The field of big data works as a valuable tool for many different industries. The Research Anthology on Big Data Analytics, Architectures, and Applications is a complete reference source on big data analytics that offers the latest, innovative architectures and frameworks and explores a variety of applications within various industries. Offering an international perspective, the applications discussed within this anthology feature global representation. Covering topics such as advertising curricula, driven supply chain, and smart cities, this research anthology is ideal for data scientists, data analysts, computer engineers, software engineers, technologists, government officials, managers, CEOs, professors, graduate students, researchers, and academicians.

Research on popular culture is a dynamic, fast-growing domain. In scholarly terms, it cuts across many areas, including communication studies, sociology, history, American studies, anthropology, literature, journalism, folklore, economics, and media and cultural studies. The Routledge Companion to Global Popular Culture provides an authoritative, up-to-date, intellectually broad, internationally-aware, and conceptually agile guide to the most important aspects of popular culture scholarship. Specifically, this Companion includes: interdisciplinary models and approaches for analyzing popular culture; wide-ranging case studies; discussions of economic and policy underpinnings; analysis of textual manifestations of popular culture; examinations of political, social, and cultural dynamics; and discussions of emerging issues such as ecological sustainability and labor. Featuring scholarly voices from across six continents, The Routledge Companion to Global Popular Culture presents a nuanced and wide-ranging survey of popular culture research.

As media evolves with technological improvement, communication changes alongside it. In particular, storytelling and narrative structure have adapted to the new digital landscape, allowing creators to weave immersive and enticing experiences that captivate viewers. These experiences have great potential in marketing and advertising, but the medium?s methods are so young that their potential and effectiveness is not yet fully understood. Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement. Highlighting a wide range of topics including promotion strategies, business models, and prosumers and influencers, this book is ideally designed for digital creators, advertisers, marketers, consumer analysts, media professionals, entrepreneurs, managers, executives, researchers, academicians, and students.

Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

With the far-reaching global impact of the COVID-19 pandemic, the demand and the necessity for digital enterprise transformation have accelerated exponentially. Management and strategies for the adoption and wider usage of newer digital technologies for the transformation of an enterprise through digital tools such as real-time video communications have shown that people no longer need to be required to be physically present in the same place; rather, they can be geographically dispersed. Technologies such as artificial intelligence, cloud computing, digital banking, and cloud data have taken over tasks that were initially done by human hands and have increased both the automation and efficiency of tasks and the accessibility of information and services. Inclusion of all these newer technologies has shown the fast pace at which the digital enterprise transformation is rapidly evolving and how new ecosystems are reshaping the digital enterprise model. Disruptive Technology and Digital Transformation for Business and Government presents interesting research on digital enterprise transformation at different stages and across different settings within government and industry, along with key issues and deeper insights on the core problems and developing solutions and recommendations for digital enterprise transformation. The chapters examine the three core leaders of transformation: the people such as managers, employees, and customers; the digital technology such as artificial intelligence and robotics; and the digital enterprise, including the products and services being transformed. They unravel the underlying process for management and strategies to fully incorporate new digital tools and technologies across all aspects of an enterprise undergoing transformation. This book is ideally intended for managers, executives, IT consultants, business professionals, government officials, researchers, students, practitioners, stakeholders, academicians, and anyone else looking to learn about new developments in digital enterprise transformation of business systems from a global perspective.

Emerging technologies are having a profound impact upon business as individuals and organisations increasingly embrace the benefits of the 'always on' attitude that digital technologies produce. The use of the web, apps, cloud storage, GPS and Internet-connected devices has transformed the way we live, learn, play and interact – yet how a business can fully benefit from this transformation is not always clear. In response, this book enables students and business leaders to take a strategic and sustainable approach to realising the value of digital technologies. It offers results-driven solutions that successfully transform organisations into data-driven, people-focused businesses capable of sustainably competing at a global level. Split across four key parts, the material moves through understanding digital business to planning, implementing and assessing digital transformation. The current challenges facing all small organisations, including limited resources, financial pressures and the lack of dedicated IT departments, are explored. The authors consider the ways in which innovation can increase competitive advantage, how innovative business models can create new opportunities and how a data-driven perspective can release embedded value within the organisation. Contemporary international case studies and examples throughout each chapter bridge theory with practical application and systematically document the patterns of activities that enable success. This textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation. By showing how to initiate digital transformation across an organisation, it will prepare business owners, directors and management of small- and medium-sized businesses to take strategic advantage of new and emerging technologies to stay ahead of their competition.

Packed with experiential exercises, self-assessments, and group activities, the Ninth Edition of Management Fundamentals: Concepts, Applications, and Skill Development develops essential management skills students can use in their personal and professional lives. Bestselling author Robert N. Lussier uses the most current examples to illustrate management concepts in today's ever-changing business world. This fully updated new edition provides new coverage of important topics like generational differences, sexual harassment, AI, and cybersecurity. Students learn about management in the real world with 18 new cases, including cases on the NBA, H&M, Netflix, and Peloton. This title is

accompanied by a complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Learn more. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video now. LMS Cartridge (formerly known as SAGE Coursepacks): Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more. The first half of the book presents case studies on how the pandemic has affected businesses, management and communities and share insightful stories on tough decisions during, midst, and after the shock of the pandemic. The second half of the book presents case studies on market positioning and business model transformations which provide us insight on customer loyalty and satisfaction, online reviews, and children as a growing customer group. This book comprises both research and teaching cases that offer new insights on business management.
Using contemporary film theory and elements of socio-cultural and political discourse, fourteen geographers examine the effects of cinematic representation of place and space on perceptions of self and societies in the world.
SWOT Analysis of NetflixSWOT analysis of NetflixGRIN Verlag
Examine strategic management with the market-leading text that sets the standard for the most intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts Hitt, Ireland, and Hoskisson, STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES, Eleventh Edition, combines the latest cutting-edge research and strategic management trends with ideas from some of today's most prominent scholars. This is the only text that integrates the classic industrial organization model with a resource-based view of the firm to give you a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. A strong global focus and examples from more than 600 emerging and leading companies place ideas into context within an inviting, practical presentation. A wealth of learning features and more than 30 all-new compelling cases examine a broad range of critical issues confronting managers today. Engaging video cases, CengageNOW online learning tools, and a complete electronic business library help keep your study current and relevant. STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION provides the solid understanding you need to effectively apply strategic management tools and techniques for increased performance and tomorrow's competitive advantage. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.
This handbook brings together a variety of approaches to the uses of big data in multiple fields, primarily science, medicine, and business. This single resource features contributions from researchers around the world from a variety of fields, where they share their findings and experience. This book is intended to help spur further innovation in big data. The research is presented in a way that allows readers, regardless of their field of study, to learn from how applications have proven successful and how similar applications could be used in their own field. Contributions stem from researchers in fields such as physics, biology, energy, healthcare, and business. The contributors also discuss important topics such as fraud detection, privacy implications, legal perspectives, and ethical handling of big data.
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