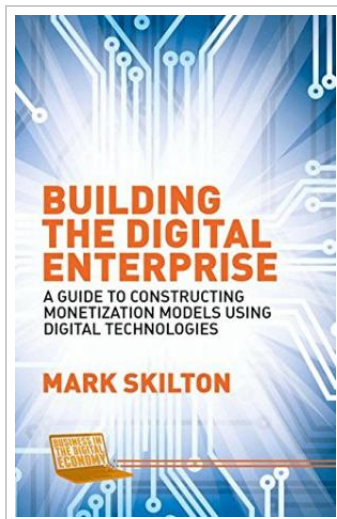




Building the Digital Enterprise: A Guide to Constructing Monetization Models Using Digital Technologies (Business in the Digital Economy)

By Skilton, Mark

Palgrave Macmillan, 2015. Condition: New. The digital economy is at a tipping point. This practical book defines digital ecosystems, discusses digital design using converging technologies of social networking, mobility, big data and cloud computing, and provides a methods for linking digital technologies together to meet the challenges of building a digital enterprise in the new economy. Series: Business in the Digital Economy. Num Pages: 256 pages, 31 black & white tables, 100 figures. BIC Classification: KJE. Category: (G) General (US: Trade). Dimension: 225 x 147 x 25. Weight in Grams: 484. . 2015. 1st ed. 2015. Hardcover.



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