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La tecnología está cambiando las reglas del negocio minorista. Ahora, la mayoría de los clientes compra desde sus smartphones, no en tiendas físicas. Confían más en las redes sociales y en las opiniones de otros compradores que en la publicidad de las propias marcas. En este nuevo contexto, las estrategias del marketing tradicional ya no dan resultados, necesitamos, por tanto, un nuevo modelo que ayude a las marcas a mejorar la experiencia de cliente, desde que el potencial cliente descubre un producto hasta que decide comprarlo. La digitalización en el comercio minorista ha marcado una nueva fase, la del retail 4.0. Este libro proporciona un marco interpretativo para que los profesionales puedan comprender y gestionar sus comercios desde esta nueva perspectiva. Da una serie de consejos estratégicos para fusionar el marketing tradicional con el digital, elegir las tecnologías más funcionales, alinear la información que se transmite tanto online como offline y, finalmente, conseguir que las tiendas físicas se conviertan en destinos a los que querer ir, para así ganar la lealtad del consumidor y defenderse de la competencia más agresiva. Kotler y Stigliano proponen diez reglas fundamentales para gestionar con éxito el comercio minorista en la era digital. En cada regla, se profundiza en las implicaciones que tiene en la realidad, mediante entrevistas a CEO de empresas de retail tan importantes como, Lincoln México, iZettle, My Caribu, Vtex, Telefónica, FNAC, Moleskine, Levi Strauss, Coccinelle, etcétera.

Role of Blockchain Technology in IoT Applications, Volume 115 in the Advances in Computers series, reviews the latest information on this topic that promises many applications in human life. According to forecasts made by various market research/survey agencies, there will be around 50 Billion connected devices (IoT) by 2020. Updates in this new release include chapters on the Technical Aspects of Blockchain and IoT, Integrated Platforms for Blockchain-Enablement, Intersections Between IoT and Distributed Ledger, Blockchain and Artificial Intelligence: How and Why Combining These Two Groundbreaking Technologies, Blockchain Applications in Health Care and Opportunities and Advancements Due to New Information Technology Frameworks, and more. Explores blockchain technology research trends in secured device to device communication Includes updates on secure vehicular communication (VANET) using blockchain technology Provides the latest on secure IoT communication using blockchain technology Presents use cases of blockchain technology in healthcare, the food chain, ERP and other emerging areas

The construction industry is amidst a digital transformation that is focused on addressing well-documented issues and calls for significant improvements and changes through increased productivity, whole-life value, client focus, reduction of waste, and being more sustainable. The key aspect to driving change and transformation is the education and upskilling of the required workforce towards developing the required capacities. Various approaches can be taken to embed digital construction within education and through collaborative efforts in order to drive change and facilitate improvements. The Handbook of Research on Driving Transformational Change in the Digital Built Environment focuses on current developments in practice and education towards facilitating transformation in the built environment. This book provides insight, from a practice perspective, in relation to the client's understanding, digitally enabled collaboration, interoperability and open standards, and maturity/capability. Covering topics that include digital transformation and construction, digitally enabled infrastructure, building information modelling, collaborative digital education, and the digital built environment, this book is an ideal reference source for engineers, professionals, and researchers in the field of digital transformation as well as doctoral scholars, doctoral researchers, professionals, and academicians.

This book combines academic wisdom and practitioners' insights to critically examine the challenges faced by civil service systems in the 21st Century. Moreover, the book evaluates what types of civil servants are needed to tackle critical issues such as rapidly ageing populations, increased urbanisation, environmental degradation, swift technological advancement, and globalisation of the market place in the social and economic realm of the 21st Century. Its topics range from civil service development in post-Soviet countries indicating that peer-to-peer learning is the way forward, to civil service reforms in China, Japan, and Korea in their quest to satisfy their citizens demands and expectations in the 21st Century. Other topics span across regional analyses by focusing on current dominant trends and challenges confronting administrative and civil service systems, vis-à-vis technology, innovation and "big data", and their disruptive effects on society and government. This book will be of interest to both academics and practitioners, and would-be builders of the 21st Century world.

The book gathers papers addressing state-of-the-art research in all areas of Information and Communication Technologies and their applications in intelligent computing, cloud storage, data mining and software analysis. It presents the outcomes of the third International Conference on Information and Communication Technology for Intelligent Systems, which was held on April 6–7, 2018, in Ahmedabad, India. Divided into two volumes, the book discusses the fundamentals of various data analytics and algorithms, making it a valuable resource for researchers' future studies.

This book constitutes the refereed conference proceedings of the 2nd International Workshop on Cryptocurrencies and Blockchain Technology, CBT 2018, and the 13th International Workshop on Data Privacy Management, DPM 2018, on conjunction with the 23rd European Symposium on Research in Computer Security, ESORICS 2018, held in Barcelona, Spain, in September 2018. From the CBT Workshop 7 full and 8 short papers out of 39 submissions are included. The selected papers cover aspects of identity management, smart contracts, soft- and hardforks, proof-of-works and proof of stake as well as on network layer aspects and the application of blockchain technology for secure connect event ticketing. The DPM Workshop received 36 submissions from which 11 full and 5 short papers were selected for presentation. The papers focus on challenging problems such as translation of high-level business goals into system level privacy policies, administration of sensitive identifiers, data integration and privacy engineering.

Financial technology (FinTech) and its related products are considered a major disruptive innovation in financial services, substantially elevating financial solutions and new business models. Resulting from the fusion of finance and smart mobile technology, this innovative technology requires additional investigation into its adoption, challenges, opportunities, and future directions so that we may understand and

