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The New Oil: Using Innovative Business Models to Turn Data into Profit (Paperback)

By Ineke van Spijker

Technics Publications LLC, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.How can you leverage the value of your company's data? Well over a century ago oil drove the development of innovations such as the internal combustion engine, central heating and plastics, changing our world and our economy. Oil, as a technology, fueled an economic force that inexorably changed the way people lived and worked. Today, data is fueling a very similar change: it is the driving force for new business models and disruptive technologies that impact companies in every imaginable industry. The New Oil shows how data changes the traditional business paradigm. How it impacts not just high-tech, high-profile companies, but also old-school, low-tech industries all around the world; data lives and breathes within every single company. In The New Oil, Arent van 't Spijker explains how companies such as Google, Nike and Adara are leveraging a Data Driven Strategy . Many other examples highlight the applications and commercial potential for data. Van t Spijker describes five typical business models for monetizing data that help you to develop viable business models for leveraging data in your own company. He then...



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