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Digital Media and Innovation Richard A. Gershon, 2024-03-26 This fully updated second edition explores the importance of innovation and innovative thinking for the long term success of today's leading media telecommunications and information technology companies The book takes an in depth look at how smart creative companies have transformed today's digital economy by introducing unique and highly differentiated products and services This edition provides a detailed overview of intelligent networks and analyzes disruptive business models and processes from companies involved in social media artificial intelligence the metaverse smart cities and robotics among other emerging areas From Apple to Zoom this book considers some of the key people companies and strategies that have transformed the communication industries Exploring the power of good ideas this book goes inside the creative edge and looks at what makes such companies successful over time *Digital Media and Innovation* is suited to advanced undergraduate and graduate courses in media management media industries communication technology and business management and innovation and provides up to date research for media and business professionals

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Fintech Wars James da Costa,2024-10-03 Fintech touches every part of our lives from cashless economies to crypto and even our climate This book draws back the curtain on this fascinating world full of friction failure and fortune Fintech Wars

delves into one of the world's most lucrative and fast growing sectors. Witness the bold strategies, groundbreaking innovations, and relentless drive that propelled fintech unicorns like PayPal, Nubank, and Monzo to transform the world. Featuring interviews with generational founders including Reid Hoffman, LinkedIn, Nigel Morris, Capital One, and Martha Lane Fox. Lastminute.com. The narrators of this book have built companies that represent over one trillion dollars in market capitalization. As the founder of a digital bank, James da Costa is a fintech insider. He draws upon his network and first-hand experiences to offer a fascinating look into the intricacies and motivations behind building billion-dollar disruptors. Step into the fascinating, unpredictable, and inspiring world of fintech.

New Money Lana Swartz, 2020-08-18. A new vision of money as a communication technology that creates and sustains invisible, often exclusive communities. In an engaging and timely work brimming with fascinating anecdotes and historical and literary references, Lana Swartz brilliantly illustrates how financial technologies are quietly transforming how we socialize and what it means to belong. Jonathan Zittrain, author of *The Future of the Internet And How to Stop It*. One of the basic structures of everyday life, money is at its core a communication media. Payment systems, cash, card, app, or Bitcoin are informational and symbolic tools that integrate us into or exclude us from the society that surrounds us. Examining the social politics of financial technologies, Lana Swartz reveals what's at stake when we pay. This accessible and insightful analysis comes at a moment of disruption, from fintech startups to cryptocurrencies. A variety of technologies are poised to unseat traditional financial infrastructures. Swartz explains these changes, traces their longer histories, and demonstrates their consequences. She shows just how important these invisible systems are. Getting paid and paying determines whether or not you can put food on the table. The data that payment produces is uniquely revelatory and newly valuable. New forms of money create new forms of identity, new forms of community, and new forms of power.

Your Customer Rules! Bill Price, David Jaffe, 2014-11-13. What you need to know about your customers. Now more than ever, every interaction you have with customers is critical. Customers today have unlimited information at their fingertips and can influence the purchase decisions and behaviors of millions of others. With this comes a shift in the balance of power, and every company must come to terms with the fact that the customer is in control. Interacting with customers in the way they want is an essential business strategy, and in many industries, the key to business success. Executives still refer to B2B and B2C business models as though companies control demand by going to customers with products and services. But as Bill Price and David Jaffe, authors of *The Best Service is No Service*, show, a new business model is emerging in which the customer directs the relationship. It is becoming a world of Me2B, one in which the customer, not the business, dictates the terms of engagement. In order for your business to thrive, you must create positive experiences to fulfill a range of customer needs. Though the mediums for customer engagement continuously evolve, Price and Jaffe show that customer needs remain unchanging. In *Your Customer Rules*, they define a critical hierarchy of seven needs that your company can meet and apply as a methodology. Throughout this practical guidebook, Price and Jaffe share examples

of companies who succeed by meeting these seven needs including Amazon Apple IKEA Nordstrom USAA Shoes of Prey Vente Privee and Yamato Transport as well as those that didn't Your Customer Rules offers tailored advice for companies at every stage from nimble startups to legacy firms with established customer service practices and everyone in between With a simple elegant solution for driving lasting value for customers Your Customer Rules is a clear guide for strengthening customer relationships and competing on more than price It is essential reading for executives at all levels business owners marketing managers and anyone who works directly with customers

Customer Service in the Transhuman Age Vit Horvath, 2018-11-12 There are over 14 million customer service workers sitting at their desks right now picking up phones and responding to messages They are helping people like you and hundreds of millions of others every day when something gets broken or when something doesn't work However their jobs are in danger and yours could be too They could be largely replaced by computer automation With the rapid growth of Artificial Intelligence capabilities connected products and virtual reality we will see a change in the customer service industry in the upcoming decade that we haven't seen before Moreover in just about 30 years computers may reach and quickly surpass the general human intelligence And then what This book is for everyone who is curious about these developments and how it will affect everyone's job Customer Service in the Transhuman Age We'll soon be celebrating the arrival of the 21st year of the 21st century and technology plays a larger role in our lives than ever In the upcoming decades humans will gain abilities previously associated only with gods or in other words they will become transhuman As a result companies will need to fundamentally change their approach to customer service in order to develop new revenue opportunities and strengthen market position Customer Service in the Transhuman Age explores the development of transhumanism and how it could improve the way we do customer service You'll find practical advice for moving customer service into the future starting today Along with speculation about what remain unknown possibilities for digital customer service you'll find plenty of key learnings and step by step improvements that come from the author's decade of experience in the industry A Book for Customer Service Professionals Customer Service in the Transhuman Age is written for customer service professionals as well as for passionate experts and managers across large and small companies CEOs and managers may get inspired by the numerous use cases and new business opportunities Customer service customer experience and IT professionals may put specific use cases into practice through practical checklists and step by step guides Last but not least this book is written for people who are both excited and a little scared about how technology will change the world for us and future generations and who seek to find out what we can do today to unleash the human potential around us As you read these chapters you'll explore the development of transhumanism and how it could improve the way we do customer service in the near future Practical guide for implementation The book includes a practical set of strategies and tactics helping every organization to utilize currently available technologies for modernization and successful digital transformation of a contact center Among many you will find practical use cases of using real time chatbots intelligent

advisors or video chat that both improve customer service efficiency and helps to generate higher revenues Chapters 1 How Transhumanism Met Customer Service 2 The Customer in Charge 3 The Companies Breaking from the Past 4 Will Machines Take Your Job 5 The New and Liberated Agent 6 The Challenges 7 The Vision of What s Coming 8 The Implementation Guide

The Eternal E-customer Bryan P. Bergeron,2001 The text helps readers get up to speed on the use of emotionally intelligent interfaces EII EII are driven by data from previous customer transactions to provide each client with the individual attention they deserve The book explains how to create the infrastructure needed to support EIIs

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