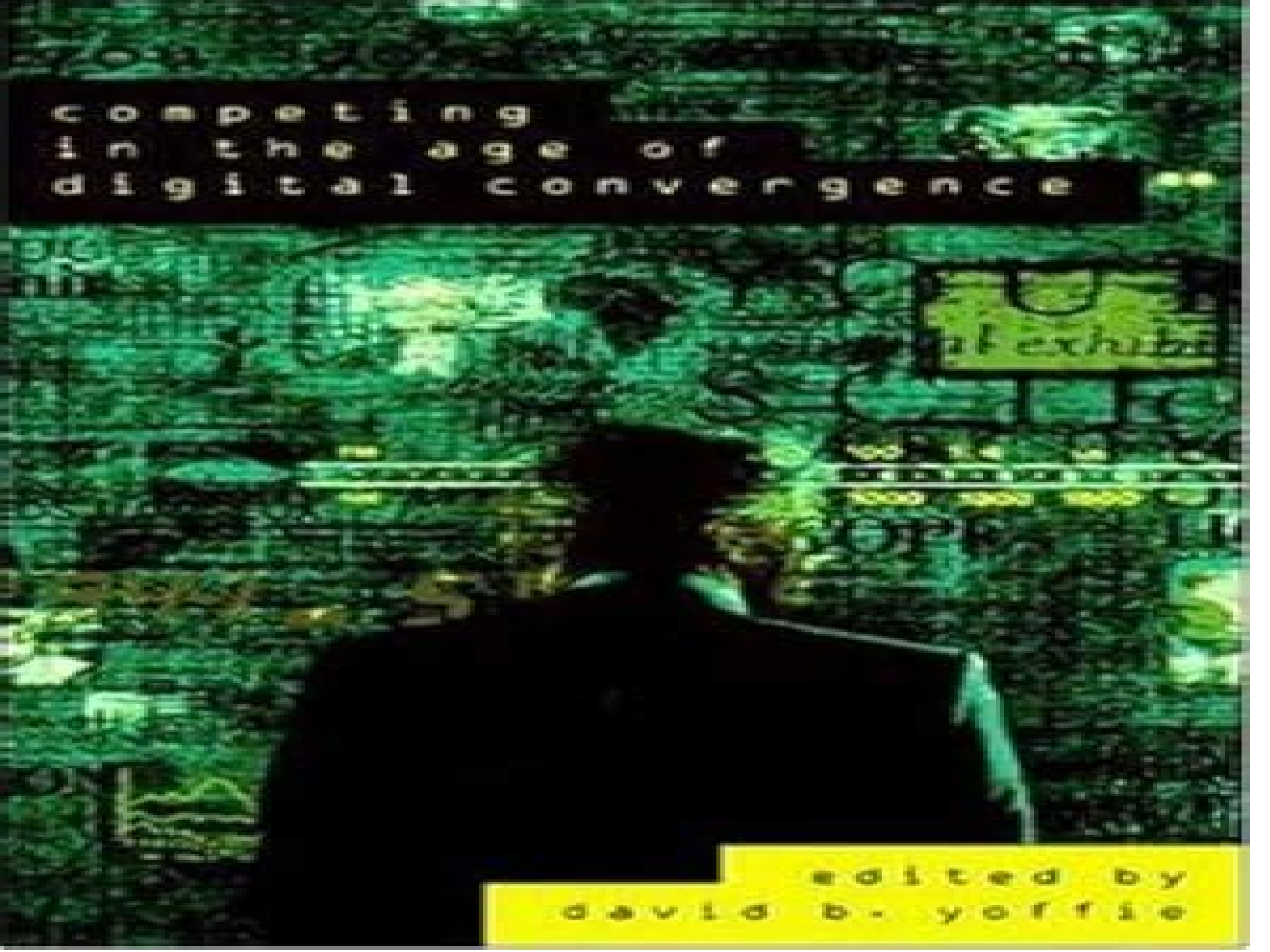


A person in a dark suit is seen from the side, looking at a large digital display. The display shows various charts, graphs, and data visualizations, including a line graph with a red trend line and a bar chart. The background is dark and slightly blurred, suggesting a high-tech or office environment.

competing
in the age of
digital convergence

edited by
david b. yoffie

Competing In The Age Of Digital Convergence

Jens Frøslev Christensen, Peter Maskell



Competing In The Age Of Digital Convergence:

Competing in the Age of Digital Convergence David B. Yoffie, 1997 interfirm alliances **Multimedia and Interactive Digital TV** Margherita Pagani, 2003-01-01 Addressing the issues that managers in the multimedia industry have confronted while developing and implementing this innovative technology this book focuses on the latest research and findings in digital television technologies Covered are the major issues surrounding digital convergence including the digital metamarket and new digital media devices and their potential for IT convergence at the macro level Also addressed are multimedia and interactive digital television and the economic implications of these technologies Additionally the managerial implications of interactive digital television are covered including branding strategies for digital television channels and the critical role of content media management *The Industrial Dynamics of the New Digital Economy* Jens Frøslev Christensen, Peter Maskell, 2003-01-01 this is a stimulating collection that advances thinking on the post bust digital economy in a measured and scholarly approach The book should be read by those interested in ICT industry dynamics and how a remarkable historical snapshot is starting to be understood Jonathan Sapsed Technovation I commend this book in the spirit of Keith Pavitt to all those who wish to understand to appreciate and to criticize the New Economy which now engulfs all our lives From the foreword by Christopher Freeman Science and Technology Policy Research SPRU University of Sussex UK and Maastricht University The Netherlands This book investigates the implications of digital technologies on the industrial and business dynamics of modern economies In depth studies analyse how deep rooted work practices of the Old Economy have been dramatically challenged when confronted with the entrepreneurial wave of the New Economy **Handbook of Media Management and Economics** Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, 2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics **Managing Media Economy, Media Content and Technology in the Age of Digital Convergence** Zvezdan Vukanovic, Paulo Faustino, 2022-03-03 This book which analyzes the internal and external environment of the media industry compiles scientific articles written by 33 authors coming from 13 diverse countries emphasizing the complex and multifaceted nature of the industry of the business and of the media economy The authors got more than 130 detailed definitions of relevant concepts from the business and media technology area having quoted in their articles more than 720 books monographs articles and research papers This work intends on one hand to emphasize the necessity from the companies and the media consumers side to define strategies that allow to give an answer to the appearing of the new media On the other hand it intends to adopt and adapt relevant business frames and concepts for the economic and technological analysis of media markets *Developing Strategic Business Models and Competitive Advantage in the Digital Sector* Daidj, Nabya, 2014-09-30 Rapid technological advancements have the ability to positively or negatively impact corporate growth

and success Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment Developing Strategic Business Models and Competitive Advantage in the Digital Sector focuses on the application of preemptive planning in the media and entertainment industries to combat an increasingly uncertain future of innovation and competition With research based examples and analysis this book is an essential reference source for academicians researchers and professionals interested in learning more about the impact of technology on industry success including the changes and challenges created by the Internet and electronic media

Banking Resilience: New Insights On Corporate Governance, Sustainability And Digital Innovation Sabri Boubaker,Marwa Elnahass,2024-01-23 The banking industry plays a critical role in ensuring global economic and financial stability Effective governance is essential for mitigating bank risk taking and limiting managerial opportunism in this industry which is constantly under regulatory and market scrutiny However the complexity and diversity of banking financial instruments and transactions gives rise to substantial information asymmetries and ongoing debates regarding contemporary governance sustainability and data innovation issues This book is one of the first to address these contemporary issues collectively offering a comprehensive and holistic understanding of the challenges and opportunities facing the global banking industry It provides new insights evidence based recommendations and future perspectives on the role of governance mechanisms digital innovation climate change and green finance in shaping the industry pre and post COVID 19 The book is a valuable resource for a wide range of stakeholders in the banking sector including international regulators practitioners policymakers institutional investors and auditors It features contributions from renowned international scholars and offers a variety of theoretical empirical and policy based perspectives It provides updated evidence and new insights crucial for rethinking the global banking model and dominant regulations and offers evidence based recommendations and measures for promoting financial stability and resilience in this industry

Leveraging Mobile Media Valerie Feldmann,2006-03-30 Mobile communications and next generation wireless networks emerge as new distribution channels for the media This development offers exciting new opportunities for media companies the mobile communication system creates new usage contexts for media content and services the social use of mobile communications suggests that identity representation in social networks impulsive access to trusted media brands and micro coordination emerge as new sources of value creation in the media industries In the light of this background this book takes two different viewpoints on the development of mobile media from a competitive strategy point of view it analyzes the extension of cross media strategies and the emergence of cross network strategies from a public policy point of view it develops demands and requirements for an innovation policy that fosters innovation in mobile media markets

A Nation Transformed by Information Alfred D. Chandler Jr.,James W. Cortada,2000-08-10 This book makes the startling case that North Americans were getting on the information highway as early as the 1700 s and have been using it as a critical building block of their social economic and

political world ever since By the time of the founding of the United States there was a postal system and roads for the distribution of mail copyright laws to protect intellectual property and newspapers books and broadsides to bring information to a populace that was building a nation on the basis of an informed electorate In the 19th century Americans developed the telegraph telephone and motion pictures inventions that further expanded the reach of information In the 20th century they added television computers and the Internet ultimately connecting themselves to a whole world of information From the beginning North Americans were willing to invest in the infrastructure to make such connectivity possible This book explores what the deployment of these technologies says about American society The editors assembled a group of contributors who are experts in their particular fields and worked with them to create a book that is fully integrated and cross referenced

E-Conomics Axel Zerdick, Klaus Schrape, Alexander Artope, Klaus Goldhammer, Ulrich T. Lange, Eckart Vierkant, Esteban Lopez-Escobar, Roger Silverstone, 2013-04-17 The Internet transformed the landscape of world economy E conomics provides readers a roadmap to this new landscape a systematic reference guide to economics in the information age and serves as the first textbook available Scientists in communication economics from the U S and Europe have collaborated to provide an in depth analysis of the Internet revolution showing how the rules of the game have changed in an economy trading information instead of industrial goods E conomics focuses on the European telecommunications industry and features strategies for a successful Network Economy as well as an emphasis on network infrastructure and the importance of compatible technological standards Some perspectives given in 1998 when the original version appeared became reality since This book is essential reading for economists and business strategists requiring an understanding of the dynamics of electronic commerce The underlying data was kept up to date

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