Título: Unleashing The Killer App. Digital Strategies For Market Dominance

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You don't have to look far to see that technology is driving today's economy. Turn on CNBC, open The Economist, scan the Wall Street Journal--you'll find that technology is the prime force creating growth in almost every industry. In Unleashing the Killer App, authors Larry Downes and Chunka Mui look at the dynamics of technological change and its potential to create "killer apps." The authors describe a killer app as a product or service that "wind up displacing unrelated older offerings, destroying and re-creating industries far from their immediate use, and throwing into disarray the complex relationships between business partners, competitors, customers, and regulators of markets." Examples of killer apps throughout history include the Welsh longbow, the pulley, the compass, moveable type, and the Apple Macintosh. And today, with our increasingly networked economy (for example, the World Wide Web), killer apps are appearing all around us.