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Economic evaluation comparing intraoperative cone beam C T based navigation and conventional fluoroscopy for the placement of spinal pedicle screws: a patient level data cost effectiveness anal ysis .

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital

economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

This book constitutes the refereed proceedings of the 13th IFIP WG 8.5 International Conference on Electronic Government, EGOV 2014, held in Dublin, Ireland, in September 2014. The 26 revised full papers presented were carefully reviewed and selected from 70 submissions. The papers have been organized in the following topical sections: foundations; services and interoperability; policy and stakeholders; open data; and design and values.

This book constitutes the refereed proceedings of the 11th International Conference on Trust and Privacy in Digital Business, TrustBus 2014, held in Munich, Germany, in September 2014 in conjunction with DEXA 2014. The 16 revised full papers presented were carefully reviewed and selected from numerous submissions. The papers are organized in the following topical sections: trust management; trust metrics and evaluation models; privacy and trust in cloud computing; security management; and security, trust, and privacy in mobile and pervasive environments.

Distill 100% – Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- Prioritize—because you can't measure, listen to, and analyze everything
- Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors
- Measure real social media ROI: sales, leads, and customer satisfaction
- Track the performance of all paid, earned, and owned social media channels
- Leverage “listening data” way beyond PR and marketing: for strategic planning, product development, and HR
- Start optimizing web and social content in real time
- Implement advanced tools, processes, and algorithms for accurately measuring influence
- Integrate paid and social data to drive more value from both
- Make the most of surveys, focus groups, and offline research synergies
- Focus new marketing and social media investments where they'll deliver the most value

Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

This book constitutes the refereed conference proceedings of the 16th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2017, held in Delhi, India, in November 2017. The 45 revised full papers presented were carefully reviewed and selected from 92 submissions. They are organized in the following topical sections: Adoption of Smart Services; Assessment of ICT Enabled Smart Initiatives; Analytics for Smart Governance; Social Media and Web 3.0 for Smartness; and Smart Solutions for the Future.

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The field of professional, academic and vocational qualifications is ever-changing. The new edition of this practical guide provides thorough information on all developments in these areas in the UK. Fully indexed, it includes details on all university awards and over 200 career fields, their professional and accrediting bodies, levels of membership and qualifications. British Qualifications is a unique resource for human resource managers and university admissions officers to verify the qualifications of potential employees and students.

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