

Interactive Digital Television: Technologies and Applications

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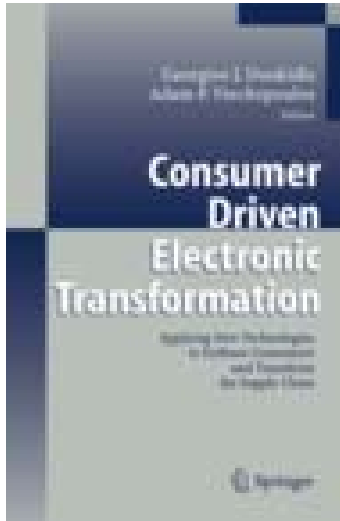
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About this book

The developments in digital television technology provide the unprecedented opportunity to drastically extend the role of television as a content delivery channel. E-health, e-commerce, e-government, and e-learning are only a few examples of value-added services provided over digital televisions infrastructures. These changes in the television industry challenge companies to adjust their strategies in order to meet the opportunities and threats in this new environment.

Interactive Digital Television: Techniques and Applications presents the developments in the domain of interactive digital television covering both technical and business aspects. This book focuses on analyzing concepts, research issues, and methodological approaches, presenting existing solutions such as systems and prototypes for researchers, academicians, scholars, professionals and practitioners.

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Consumer Driven Electronic Transformation

Applying New Technologies to Enthuse Consumers and Transform the Supply Chain

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2005, X, 250 p. 48 illus.,
ISBN: 978-3-540-22611-6

About this book

The dominant role of Efficient Consumer Response (ECR) practices in the retail industry today has created a strong need for collaboration between business and research communities for the development of robust theoretical frameworks and intelligent technological solutions towards providing direct managerial implications to the retail industry players. To this end, this book aims to highlight the emerging trends, challenges and opportunities in the retail industry, under the perspective of the changing consumer and business behavioural patterns, the reconfiguration of intra- and inter-organizational relationships and the evolving technological capabilities. Elaborating on the core ECR concepts, the book emphasizes the role of consumer behaviour research as the driving force for the configuration of the retail value chain processes. Along these lines, the application of the latest technological inventions to enthuse consumers through accurate targeting along with the identification of the potential of the new technologies, processes and strategies for transforming the supply chain constitute the main pillars of the book. Specifically, the book focuses on the emerging techniques and technologies for supply chain management and collaboration as well as on the emerging relationships and the electronic transformations governing multichannel retailing. It aims at supporting retailers, consumer goods manufacturers and third parties applying the latest technological inventions to transform the value chain. It also attempts to guide practitioners to effectively proceed in employing new technologies to ignite consumer enthusiasm. Similarly, the objective of this book is to help companies target more accurately consumer and shopper wishes with focused investments, in shorter time, and with more success. Finally, the book underlines the great potentials for new technologies and processes from a supply and demand side perspective.

More on <http://www.springer.com/business/marketing/book/978-3-540-22611-6>



Digital Economy and Socioeconomic Impacts

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2003, 350 pages, Hardcover

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About this book

The advent of the Information Society is marked by the explosive penetration of information technologies in all aspects of life and by a related fundamental transformation in every form of the organization. Researchers, business people and policy makers have recognized the importance of addressing technological, economic and social impacts in conjunction. For example, the rise and fall of the dot-com hype depended a lot on the strength of the business model, on the technological capabilities available to firms and on the readiness of the society and economy at large sustain a new breed of business activity. However, it is notoriously difficult to examine the cross-impacts of social, economic and technological aspects of the Information Society. This kind of work requires multidisciplinary work and collaboration on a wide range of skills. **Social and Economic Transformation in the Digital Era** addresses this challenge by assembling the latest thinking of leading researchers and policy makers. The book covers all key subject areas of the Information Society and presents innovative business models, case studies, normative theories and social explanations.

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