
Digital Marketplaces Unleashed

Claudia Linnhoff-Popien · Ralf Schneider ·
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Editors

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 Springer

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Foreword

The technological change of the 21st century is decisively shaped by the digital upheaval: there is no future without digitalization.

The sale of products and services has left the classical point of sale and takes place via a variety of channels. Whether in the automotive industry, travel and traffic, in cities, or the financial industry – newly designed ecosystems are being created everywhere.

Data is being generated and analyzed in real time. Companies compete for mobile access channels to the customer in order gain knowledge about context and personal preferences. The customer has the facility to publish opinions, experience and knowledge as User Generated Content. He himself creates an impact on the market and is able to build or destroy trust. He turns into a brand ambassador in the network, furthermore, customer trust in his suppliers and protection of sensitive customer data is of utmost importance.

With such aspects our Innovation Center Mobile Internet is engaged with. It is supported from the Bavarian Ministry of economic affairs and media, energy and technology.

For the following book from a multiplicity of submissions in a two-step-review phase together with a Scientific Board we have chosen 81 chapters including the forewords. All together in more than 3200 e-mails and diverse face-to-face-meetings the following book was developed. We could obtain famous managers and experts from industry to share with us their view on special topics.

- Section I: Prefaces
- Section II: Introduction
- Section III: Digital Society
- Section IV: Individualized Digital Learning
- Section V: Disruptive Technologies & Entrepreneurship
- Section VI: Digital Business Outcomes
- Section VII: Cognitive Systems
- Section VIII: Fin- & Insuretech
- Section IX: Smart Traffic Hubs
- Section X: Mobility Services
- Section XI: Industry 4.0
- Section XII: Intelligent & Autonomous Enterprise

- Section XIII: Big Data and Analytics
- Section XIV: Cloud Technologies
- Section XV: Internet of Things
- Section XVI: Global Challenges – Local Solutions
- Section XVII: Active Cyber Defense

Enjoy the extensive observation of the Digital Marketplaces Unleashed from different perspectives!

Claudia Linnhoff-Popien, Ralf Schneider, Michael Zaddach

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Scientific Board

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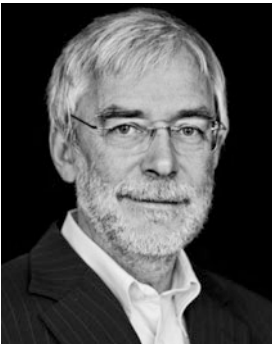


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