

<<决胜未来>>

图书基本信息

书名：<<决胜未来>>

13位ISBN编号：9787506249706

10位ISBN编号：7506249707

出版时间：2001-4

出版时间：世界图书出版公司北京公司

作者：V.Ranadive

页数：214

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<决胜未来>>

内容概要

《决胜未来》中详细描述了即将影响整个21世纪进程的发展趋势。这是一本在全球化趋势不断增强之势下，关于商务、发展速度、竞争、技术以及如何成功的书。作者论述了新型网络经济的商业模式，以及网络经济的以快致胜的特征。领先的厂商，在竞争中，将通过因特网为自己创建并运营新的商业网络，并借助网络优势，把对手远远抛在后面。本书为读者描述出一个令人激动的未来，通过因特网和信息门户站，我们可以实时的进行信息处理和服务，从而使消费者获得更多的实惠，使商家获得更大的竞争力和利润。

书籍目录

ForewordPrefaceAcknowledgmentsSelect EndorsementsChapter 1 The Event—Driven CompanyThe Event—Driven RevolutionThe Global Networked SocietyWhat I BelieveEvent - -Driven : The Metamanagement TheoryHow Bechtel Corporation Is Event-DrivenThe Age of Punctuated EquilibriumIt All Starts with the CustomerLet ' s Get BusyThere Are No Silver BulletsChapter 2 Becomincl Event-DrivenIs Yours an Event—Driven Company?Your Company Needs to Change , butHow?Becomincl Event-Driven : The Ultimate IT UpgradeYour Dreams for Your BusinessSome Advice about BecomingEvent-DrivenChapter 3 From the Trading Floor to theEvent—Driven EnterpriseThe Event-Driven WarriorTradinCl : The Oldest Human Profession85 Broad StreetTheWavjtWasHoW the Trading Floor EventualBecame Event-DrivenChapter 4 The Event-Driven IT ArchitectureFrom the Trading Floor to the Enterprise to the InternetInformation Is Knowledge Is PowerThe Publish/Subscribe ParadigmThe Information BusMiddleware and Infrastructure SoftwareReliable Multicast/PGMHow NASDAQ Is Using MulticastingEvent-Driven Technology InfrastructureManagement by ExceptionChapter 5 event-driven.comMake the Internet Work for YouExtend Your Business with a PortalHow Sticky Is Your Portal?Creating an E-CommunityThe EIP——Your Showroom for the Twenty-First CenturyChapter 6 The Event-Driven Philosophy"Contemporary" to "Cellular""Industry" to "Ecosystem"Knowledge Management in the Event-Driven CompanyAll from Column A, All from Column B All from Column CEembedding Your Core CompetenciesChapter 7 Leadership and OrganizationThe Star SystemCompensation, Partnership, and OwnershipThe Mission Statement: Guiding StarTips on How to Lead by FollowingChapter 8 Chapter 9Chapter 10GlossaryReferencesIndex

章节摘录

Of all business professionals , the financial trader is the closest to being purely event-driven. The trading floor is one of the most information-intensive environments in the world , and it was for the trader that we first developed real-time infrastructure software. The complex , integrated , value-added market information dancing across the video screen of the trader your broker looks to for instant order execution arrives at the trader's station via publish/subscribe technology. Your trader learns about every flicker in stock and bond prices as they're happening , and what those flickers mean. His or her Lightning-quick event-driven reaction to change is an excellent example of how instant information drives instant innovation. In fact , if the event-driven infrastructure can be said to have a single transformational goal for your company , it is to give every single employee the tools to become more trader-like-hyper-aware , entrepreneurial , fully informed about every shift and trend in the competitive environment. Several times I've mentioned "value-added information." In the event-driven infrastructure's earlier days , in the 1980s , we sought to create extra customer value by augmenting the simple reporting of fluctuations in stock prices by feeding those price change reports into application programs that used them to create wide-ranging analyses or automated trading decisions. These higher functions in turn created new data , which we instantaneously fed back into the network for other traders to use.

<<决胜未来>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>