

<<决胜未来>>

图书基本信息

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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网站，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

Foreword Preface Acknowledgments Select Endorsements Chapter 1 The Event—Driven Company The Event—Driven Revolution The Global Networked Society What I Believe Event - -Driven : The Metamanagement Theory How Bechtel Corporation Is Event-Driven The Age of Punctuated Equilibrium It All Starts with the Customer Let ' s Get Busy There Are No Silver Bullets Chapter 2 Becoming an Event-Driven Company Is Yours an Event—Driven Company? Your Company Needs to Change , but How? Becoming an Event-Driven : The Ultimate IT Upgrade Your Dreams for Your Business Some Advice about Becoming Event-Driven Chapter 3 From the Trading Floor to the Event—Driven Enterprise The Event-Driven Warrior Trading : The Oldest Human Profession 85 Broad Street The Way It Was How the Trading Floor Eventually Became Event-Driven Chapter 4 The Event-Driven IT Architecture From the Trading Floor to the Enterprise to the Internet Information Is Knowledge Is Power The Publish/Subscribe Paradigm The Information Bus Middleware and Infrastructure Software Reliable Multicast/PGM How NASDAQ Is Using Multicasting Event-Driven Technology Infrastructure Management by Exception Chapter 5 event-driven.com Make the Internet Work for You Extend Your Business with a Portal How Sticky Is Your Portal? Creating an E-Community The EIP—Your Showroom for the Twenty-First Century Chapter 6 The Event-Driven Philosophy "Contemporary" to "Cellular" "Industry" to "Ecosystem" Knowledge Management in the Event-Driven Company All from Column A, All from Column B All from Column C Embedding Your Core Competencies Chapter 7 Leadership and Organization The Star System Compensation, Partnership, and Ownership The Mission Statement: Guiding Star Tips on How to Lead by Following Chapter 8 Chapter 9 Chapter 10 Glossary References Index

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 pricechange 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.

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