Autonomous Digital Experience Management

Challenges in Digital Marketing Pires, Paulo Botelho, Santos, José Duarte, Pereira, Inês Veiga, Torres, Ana Isabel, 2023-07-10 Marketing, and specifically its digital marketing component, is being challenged by disruptive innovations, which are creating new, unique, and unusual opportunities, and with the emergence of new paradigms and models. Other areas of knowledge have embraced these innovations with swiftness, adapting promptly and using them as leverage to create new paradigms, models, and realities. Marketing, in clear opposition, has been somewhat dismissive, ignoring the potential of these new contexts that are emerging, some of which are already unavoidable. Confronting Security and Privacy Challenges in Digital Marketing identifies the most relevant issues in the current context of digital marketing and explores the implications, opportunities, and challenges of leveraging marketing strategies with digital innovations. This book explores the impact that these disruptive innovations are having on digital marketing, pointing out guidelines for organizations to leverage their strategy on the opportunities created by them. Covering topics such as blockchain technology, artificial intelligence, and virtual reality, this book is ideal for academicians, marketing professionals, researchers, and more.

autonomous digital experience management: Mastering Palo Alto Networks Tom Piens, 2020-09-07 Set up next-generation firewalls from Palo Alto Networks and get to grips with configuring and troubleshooting using the PAN-OS platform Key FeaturesUnderstand how to optimally use PAN-OS features Build firewall solutions to safeguard local, cloud, and mobile networksProtect your infrastructure and users by implementing robust threat prevention solutionsBook Description To safeguard against security threats, it is crucial to ensure that your organization is effectively secured across networks, mobile devices, and the cloud. Palo Alto Networks' integrated platform makes it easy to manage network and cloud security along with endpoint protection and a wide range of security services. With this book, you'll understand Palo Alto Networks and learn how to implement essential techniques, right from deploying firewalls through to advanced troubleshooting. The book starts by showing you how to set up and configure the Palo Alto Networks firewall, helping you to understand the technology and appreciate the simple, yet powerful, PAN-OS platform. Once you've explored the web interface and command-line structure, you'll be able to predict expected behavior and troubleshoot anomalies with confidence. You'll learn why and how to create strong security policies and discover how the firewall protects against encrypted threats. In addition to this, you'll get to grips with identifying users and controlling access to your network with user IDs and even prioritize traffic using quality of service (QoS). The book will show you how to enable special modes on the firewall for shared environments and extend security capabilities to smaller locations. By the end of this network security book, you'll be well-versed with advanced troubleshooting techniques and best practices recommended by an experienced security engineer and Palo Alto Networks expert. What you will learnPerform administrative tasks using the web interface and command-line interface (CLI)Explore the core technologies that will help you boost your network securityDiscover best practices and considerations for configuring security policiesRun and interpret troubleshooting and debugging commandsManage firewalls through Panorama to reduce administrative workloadsProtect your network from malicious traffic via threat preventionWho this book is for This book is for network engineers, network security analysts, and security professionals who want to understand and deploy Palo Alto Networks in their infrastructure. Anyone looking for in-depth knowledge of Palo Alto Network technologies, including those who currently use Palo Alto Network products, will find this book useful. Intermediate-level network administration knowledge is necessary to get started with this cybersecurity book.

autonomous digital experience management: Autonomous Driving Network Wenshuan Dang, River Huang, Yijun Yu, Yong Zhang, 2024-01-17 Aiming to outline the vision of realizing automated and intelligent communication networks in the era of intelligence, this book describes the development history, application scenarios, theories, architectures, and key technologies of Huawei's Autonomous Driving Network (ADN) solution. In the book, the authors explain the design of the top-level architecture, hierarchical architecture (ANE, NetGraph, and AI Native NE), and key feature architecture (distributed AI and endogenous security) that underpin Huawei's ADN solution. The book delves into various key technologies, including trustworthy AI, distributed AI, digital twin, network simulation, digitization of knowledge and expertise, human-machine symbiosis, NE endogenous intelligence, and endogenous security. It also provides an overview of the standards and level evaluation methods defined by industry and standards organizations, and uses Huawei's ADN solution as an example to illustrate how to implement AN. This book is an essential reference for professionals and researchers who want to gain a deeper understanding of automated and intelligent communication networks and their applications.

autonomous digital experience management: Implementing Palo Alto Networks Prisma® Access Tom Piens Aka 'Reaper', 2024-05-17 Deploy Prisma Access for mobile users, remote networks, and service connections harnessing advanced features Key Features Find out how to activate, deploy, and configure Prisma Access Configure mobile user and remote network security processing nodes Understand user identification and the Cloud Identity Engine Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionDiscover how Palo Alto Networks' Prisma Access, a firewall as a service (FWaaS) platform, securely connects mobile users and branch offices to resources. This guide, written by renowned Palo Alto Networks expert Tom Piens, introduces cloud-delivered security and Prisma Access components. You'll learn how Prisma Access fits into the security landscape and benefits organizations with remote networks and mobile workforces, and gain essential knowledge and practical skills in setting up secure connections, implementing firewall policies, utilizing threat prevention, and securing cloud applications and data. By the end, you'll be able to successfully implement and manage a secure cloud network using Prisma Access. What you will learn Configure and deploy the service infrastructure and understand its importance Investigate the use cases of secure web gateway and how to deploy them Gain an understanding of how BGP works inside and outside Prisma Access Design and implement data center connections via service connections Get to grips with BGP configuration, secure web gateway (explicit proxy), and APIs Explore multi tenancy and advanced configuration and how to monitor Prisma Access Leverage user identification and integration with Active Directory and AAD via the Cloud Identity Engine Who this book is for This book is for network engineers, security engineers, security administrators, security operations specialists, security analysts, and anyone looking to integrate Prisma Access into their security landscape. Whether you're a newcomer to the field or a seasoned expert, this guide offers valuable insights for implementing and managing a secure cloud network effectively. Basic knowledge of Palo Alto will be helpful, but it's not a prerequisite.

autonomous digital experience management: Dynamics of Swarm Intelligence Health Analysis for the Next Generation Suresh Kumar, Arumugam, Kose, Utku, Sharma, Sachin, Jerald Nirmal Kumar, S., 2023-07-10 In today's world, smart healthcare supports the out-of-hospital concept, which transforms and offers higher care standards. This is accomplished with individual requirements with the help of public opinion. Moreover, smart healthcare systems are generally designed to sense individual health status data, which can be forwarded to clinical professionals for interpretation. Swarm intelligence analysis is a valuable tool for categorizing public opinion into different sentiments. Dynamics of Swarm Intelligence Health Analysis for the Next Generation discusses the role of behavioral activity in the evolution of traditional medical systems to intelligent systems. It further focuses on the economic, social, and environmental impacts of swarm intelligence smart healthcare systems. Covering topics such as healthcare data analytics, clustering algorithms, and the internet of medical things, this premier reference source is an excellent resource for healthcare professionals, hospital administrators, IT managers, policymakers, educators and

students of higher education, researchers, and academicians.

autonomous digital experience management: *T Bytes Agile & AI Operations* IT Shades.com, 2021-01-05 This document brings together a set of latest data points and publicly available information relevant for Agile & AI Operations Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

autonomous digital experience management: Computational Intelligence for Autonomous Finance Deepak Gupta, Mukul Gupta, Rajesh Kumar Dhanaraj, Balamurugan Balusamy, Parth M. Gupta, 2024-12-17 The book serves as an essential guide and a deep dive into the intersection of AI and finance, providing readers with a thorough understanding of the current state, challenges, and future possibilities of autonomous financial systems. In the rapidly evolving domain of autonomous finance, the convergence of computational intelligence techniques and financial technologies has paved the way for a new era of financial services. This transformation is driven by the integration of artificial intelligence (AI), machine learning (ML), blockchain, and big data analytics into financial systems, leading to the development of more responsive, efficient, and personalized financial products and services. Computational Intelligence for Autonomous Finance delves into the heart of this technological revolution, offering a comprehensive exploration of the theoretical foundations, practical applications, and future prospects of computational intelligence in the financial sector. The backbone of autonomous finance is a complex, interconnected ecosystem that leverages computational intelligence to automate decision-making processes, optimize financial operations, and enhance customer experiences. The book introduces the concept of an Intelligent Autonomous Financial Network (IAFN), which integrates various computational intelligence techniques with cutting-edge financial technologies to create a self-organizing, adaptive, and scalable financial system. The IAFN framework facilitates seamless interactions between diverse financial entities, enabling the provision of innovative financial services such as automated trading, real-time risk management, personalized financial planning, and fraud detection. The book meticulously analyzes the key challenges including data security and privacy concerns, algorithmic biases, regulatory compliance, and the need for interoperable standards. It also presents state-of-the-art solutions and best practices for overcoming these challenges, emphasizing the importance of ethical AI, robust data protection mechanisms, transparent algorithms, and collaborative regulatory frameworks. It discusses emerging trends such as quantum computing, edge computing, and decentralized finance (DeFi), highlighting their potential to further transform the financial landscape. The book also addresses the societal implications of autonomous finance, including its impact on employment, wealth distribution, and financial inclusion, advocating for a balanced approach that maximizes benefits while minimizing negative outcomes. Audience This book is aimed at researchers, industry professionals, policymakers, and graduate students in finance, computational intelligence, and related fields.

autonomous digital experience management: Humane Autonomous Technology Rebekah Rousi,

autonomous digital experience management: *PHealth 2021* B. Blobel, 2021-12-03 Smart mobile systems – microsystems, smart textiles, smart implants, sensor-controlled medical devices – together with related body, local and wide-area networks up to cloud services, have become important enablers for telemedicine and the next generation of healthcare services. The multilateral benefits of pHealth technologies offer enormous potential for all stakeholder communities, not only in terms of improvements in medical quality and industrial competitiveness, but also for the management of healthcare costs and, last but not least, the improvement of patient experience. This book presents the proceedings of pHealth 2021, the 18th in a series of conferences on wearable micro and nano technologies for personalized health with personal health management systems, hosted by the University of Genoa, Italy, and held as an online event from 8 – 10 November 2021. The conference focused on digital health ecosystems in the transformation of healthcare towards personalized, participative, preventive, predictive precision medicine (5P medicine). The book contains 46 peer-reviewed papers (1 keynote, 5 invited papers, 33 full papers, and 7 poster papers).

Subjects covered include the deployment of mobile technologies, micro-nano-bio smart systems, bio-data management and analytics, autonomous and intelligent systems, the Health Internet of Things (HIoT), as well as potential risks for security and privacy, and the motivation and empowerment of patients in care processes. Providing an overview of current advances in personalized health and health management, the book will be of interest to all those working in the field of healthcare today.

autonomous digital experience management: Securing Remote Access in Palo Alto Networks Tom Piens, 2021-07-02 Explore everything you need to know to set up secure remote access, harden your firewall deployment, and protect against phishing Key FeaturesLearn the ins and outs of log forwarding and troubleshooting issuesSet up GlobalProtect satellite connections, configure site-to-site VPNs, and troubleshoot LSVPN issuesGain an in-depth understanding of user credential detection to prevent data leaks Book Description This book builds on the content found in Mastering Palo Alto Networks, focusing on the different methods of establishing remote connectivity, automating log actions, and protecting against phishing attacks through user credential detection. Complete with step-by-step instructions, practical examples, and troubleshooting tips, you will gain a solid understanding of how to configure and deploy Palo Alto Networks remote access products. As you advance, you will learn how to design, deploy, and troubleshoot large-scale end-to-end user VPNs. Later, you will explore new features and discover how to incorporate them into your environment. By the end of this Palo Alto Networks book, you will have mastered the skills needed to design and configure SASE-compliant remote connectivity and prevent credential theft with credential detection. What you will learn Understand how log forwarding is configured on the firewallFocus on effectively enabling remote accessExplore alternative ways for connecting users and remote networksProtect against phishing with credential detectionUnderstand how to troubleshoot complex issues confidentlyStrengthen the security posture of your firewallsWho this book is for This book is for anyone who wants to learn more about remote access for users and remote locations by using GlobalProtect and Prisma access and by deploying Large Scale VPN. Basic knowledge of Palo Alto Networks, network protocols, and network design will be helpful, which is why reading Mastering Palo Alto Networks is recommended first to help you make the most of this book.

autonomous digital experience management: *T Bytes Digital Customer Experience* IT Shades.com, 2020-12-02 This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

autonomous digital experience management: <u>T-Bytes Digital Customer Experience</u> V Gupta, 2020-01-02 This document brings together a set of latest data points and publicly available information relevant for Digital Customer Expierence. We are very excited to share this content and believe that readers will benefit immensely from this periodic publication immensely.

autonomous digital experience management: Accelerating Organisation Culture Change
Jaclyn Lee, 2020-01-23 This book introduces an innovative new digital approach to speed up cultural
change in organisations and reduce failure rates through use of the Culture Acceleration Tool and
Methodology (CATM). Including real life case studies, the book demonstrates the possibility of a
higher success rate with organisational culture change management.

autonomous digital experience management: *T Bytes Agile & AI Operations* IT-Shades, 2020-10-05 This document brings together a set of latest data points and publicly available information relevant for Agile & AI Operations Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

autonomous digital experience management: Cognitive Digital Twins for Smart Lifecycle Management of Built Environment and Infrastructure Ibrahim Yitmen, 2023-07-17 This book provides knowledge into Cognitive Digital Twins for smart lifecycle management of built environment and infrastructure focusing on challenges and opportunities. It focuses on the challenges and opportunities of data-driven cognitive systems by integrating the heterogeneous data

from multiple resources that can easily be used in a machine learning model and adjust the algorithms. It comprises Digital Twins incorporating cognitive features that will enable sensing complex and unpredicted behavior and reason about dynamic strategies for process optimization to support decision-making in lifecycle management of the built environment and infrastructure. The book introduces the Knowledge Graph (KG)-centric framework for Cognitive Digital Twins involving process modeling and simulation, ontology-based Knowledge Graph, analytics for process optimizations, and interfaces for data operability. It offers contributions of Cognitive Digital Twins for the integration of IoT, Big data, AI, smart sensors, machine learning and communication technologies, all connected to a novel paradigm of self-learning hybrid models with proactive cognitive capabilities. The book presents the topologies of models described for autonomous real time interpretation and decision-making support of complex system development based on Cognitive Digital Twins with applications in critical domains such as maintenance of complex engineering assets in built environment and infrastructure. It offers the essential material to enlighten pertinent research communities of the state-of-the-art research and the latest development in the area of Cognitive Digital Twins, as well as a valuable reference for planners, designers, developers, and ICT experts who are working towards the development and implementation of autonomous Cognitive IoT based on big data analytics and context-aware computing.

autonomous digital experience management: T-Byte Digital Customer Experience V Gupta, 2020-01-01 This document brings together a set of latest data points and publicly available information relevant for Digital Customer Expierence. We are very excited to share this content and believe that readers will benefit immensely from this periodic publication immensely.

autonomous digital experience management: Navigating AI Ethics: Building a Responsible and Equitable Future Rick Spair, In an era where artificial intelligence (AI) is rapidly transforming every aspect of our lives— from healthcare and education to finance and national security—society stands at a critical crossroads. The promise of AI is undeniable: enhanced efficiency, groundbreaking discoveries, and solutions to some of the world's most complex challenges. But alongside this remarkable potential lies profound responsibility. As AI technologies become more autonomous and embedded into the fabric of our world, they also introduce ethical dilemmas that demand our immediate attention. Navigating AI Ethics: Building a Responsible and Equitable Future is a timely exploration of these ethical challenges. It offers a comprehensive guide to understanding how AI systems can—and must—be developed and deployed in ways that reflect the principles of fairness, accountability, and human dignity. The decisions we make today in governing AI will reverberate for generations to come, shaping not only technological progress but also the very fabric of our global society. Ethical considerations in AI are no longer abstract thought experiments confined to academic circles. We are already witnessing the real-world impact of AI systems in determining who gets hired, who receives loans, how law enforcement resources are allocated, and even who receives critical medical care. Yet, as these technologies become more powerful, they also become more opaque, raising urgent questions about transparency, bias, accountability, and control. Who is responsible when AI systems make mistakes or produce biased outcomes? How can we ensure that AI serves the interests of all humanity rather than reinforcing existing inequalities or creating new ones? This book aims to provide answers to these questions by offering a roadmap for building a responsible and equitable AI future. It explores the ethical principles that should guide AI development and presents practical frameworks for incorporating these principles into real-world applications. Drawing on insights from philosophers, technologists, policymakers, and industry leaders, Navigating AI Ethics seeks to balance innovation with ethical responsibility. At its core, this book is about safeguarding the human element in AI. As much as we are captivated by the potential of intelligent machines, the ultimate goal must always be to enhance, rather than diminish, human well-being. This involves not only preventing harm and addressing bias but also ensuring that the benefits of AI are distributed fairly across all sectors of society. As you journey through this book, you will gain a deeper understanding of the evolution of AI ethics, from early theoretical discussions to the concrete challenges facing us today. You will explore the pivotal roles that data, bias, privacy,

and transparency play in shaping AI's ethical landscape, and you will confront the difficult questions surrounding autonomy, accountability, and control in an increasingly automated world. The book also offers a forward-looking perspective, examining the future of AI ethics as we edge closer to the development of superintelligent systems, and how global cooperation will be essential to navigating these uncharted waters. Navigating AI Ethics: Building a Responsible and Equitable Future is more than just a discussion of the problems AI presents—it is a call to action. The future of AI is not predetermined; it will be shaped by the choices we make today. By embracing an ethical approach to AI development, we can ensure that these technologies contribute to a future that is not only intelligent but also just, fair, and aligned with the highest ideals of humanity. This is the future we must strive for: one where AI serves humanity, upholds ethical standards, and helps build a world that is better for all. Welcome to this critical exploration of AI ethics. Together, we can navigate the complex challenges of AI and ensure that its future is both responsible and equitable.

autonomous digital experience management: Intelligent Electric Vehicles Dr. Shaoshan Liu, 2024-11-01 Embark on a journey into the future of transportation with Intelligent Electric Vehicles. This comprehensive guide demystifies complex concepts, offering a roadmap to harness the monetization opportunities within the thriving IEV ecosystem. From management strategies to cutting-edge technology, this book provides a holistic perspective on the IEV industry. Explore real-world case studies, learn about emerging trends like cockpit intelligence and connected vehicles, and discover how to navigate the challenges and opportunities of this transformative space. Key Features: • Interdisciplinary approach: Bridges the gap between management and technology. • Real-world case studies: Grounds theoretical knowledge in practical applications. • Future-focused insights: Prepares readers for the next wave of innovations. • Monetization roadmap: Offers strategic advice for capitalizing on IEV advancements. Whether you're an automotive industry professional, technology enthusiast, or investor, Intelligent Electric Vehicles is your essential guide to understanding and succeeding in this exciting new era of transportation. (ISBN 9781468608496, ISBN 9781468608502, ISBN 9781468608519 https://doi.org/10.4271/9781468608502)

autonomous digital experience management: Business Analytics for Effective Decision Making Sumi K. V., R. Vasanthagopal, 2024-07-03 Business Analytics for Effective Decision Making is a comprehensive reference that explores the role of business analytics in driving informed decision-making. The book begins with an introduction to business analytics, highlighting its significance in today's dynamic business landscape. The subsequent chapters review various tools and software available for data analytics, addressing both the opportunities and challenges for professionals in different sectors. Readers will find practical insights and real-world case studies across diverse industries, including banking, retail, marketing, and supply chain management. Each chapter provides actionable insights and concludes with implications for implementing data-driven strategies. Key Features: Practical Examples: Real-world case studies and examples make complex concepts easy to understand. Ethical Considerations: Guidance on responsible data usage and addressing ethical implications. Comprehensive Coverage: From data collection to analysis and interpretation, the book covers all aspects of business analytics. Diverse Perspectives: Contributions from industry experts offer diverse insights into data analytics applications in business research, marketing, supply chain and the retail industry. Actionable Insights: Each chapter concludes with practical implications for implementing data-driven strategies.

autonomous digital experience management: Electronic Services: Concepts, Methodologies, Tools and Applications Management Association, Information Resources, 2010-05-31 With the increasing reliance on digital means to transact goods that are retail and communication based, e-services continue to develop as key applications for business, finance, industry and innovation. Electronic Services: Concepts, Methodologies, Tools and Applications is an all-inclusive research collection covering the latest studies on the consumption, delivery and availability of e-services. This multi-volume book contains over 100 articles, making it an essential reference for the evolving e-services discipline.

autonomous digital experience management: Optimizing Digital Solutions for

Hyper-Personalization in Tourism and Hospitality Gustavo, Nuno, Pronto, João, Carvalho, Luísa, Belo, Miguel, 2022-02-19 As hyper-personalization has yet to be perfected, developing hyper-personalized strategies presents a critical challenge; due to this, optimizing hyper-personalization and designing new processes and business models takes center stage in tourism and hospitality to reach new levels of customer service and experience through the introduction and development of new solutions supported in the internet of things, software interfaces, artificial intelligence solutions, back-end and front-end management tools, and other emergent business intelligence strategies. Optimizing Digital Solutions for Hyper-Personalization in Tourism and Hospitality serves as an essential reference source that emphasizes the importance of hyper-personalization models, processes, strategies, and issues within tourism and hospitality fields with a particular focus on digital IT solutions. More than a simple starting point for a critical reflection on the state of the art of this sector, this book aims to contribute in an objective way to leveraging digital solutions to optimize the concept of hyper-personalization in the tourist experience. The content of this book covers research topics that include digital tourism and hospitality, consumer behavior, customer journey, and smart technologies and is ideal for professionals, executives, hotel managers, event coordinators, restaurateurs, travel agents, tour directors, policymakers, government officials, industry professionals, researchers, students, and academicians in the fields of tourism and hospitality management, marketing, and communications.

autonomous digital experience management: Product Management in the Digital Era Srinivas Pingali, Shankar Prakash, Kiran Pedada, Jyothi R Korem, 2024-12-02 Consumer and industrial products have evolved significantly over the last century, from physical to virtual products, services, and hybrid products. Product management has had to change and adapt to the rapidly changing business environments. This textbook offers an in-depth look into the role, what the job entails, and what skills it requires. Product managers are required to manage the ideation, development, production, marketing, and distribution of a product. This book: highlights the content and skills required to be an effective product manager including strategy, marketing management, technology, project management, and design; provides frameworks for developing and executing effective strategies throughout the life cycle of a product with the help of case studies and examples; highlights the unique considerations and processes underpinning digital product creation; and explores marketing strategies including various channels for digital marketing and how product managers can use these effectively. Detailed and lucid, this book will be of interest to teachers and students of product management, brand management, management, and business studies.

autonomous digital experience management: Digital Twins for Smart Cities and Villages Sailesh Iyer, Anand Nayyar, Anand Paul, Mohd Naved, 2024-11-01 Digital Twins for Smart Cities and Villages provides a holistic view of digital twin technology and how it can be deployed to develop smart cities and smart villages. Smart manufacturing, smart healthcare, smart education, smart agriculture, smart rural solutions, and related methodologies using digital twins are discussed, including challenges in deployment, their solutions and future roadmaps. This knowledge, enriched by a variety of case studies presented in the book, may empower readers with new capabilities for new research as well as new tasks and strategies for practical implementation and real-world problem solving. The book is thoughtfully structured, starting from the background of digital twin concepts and basic know-how to serve the needs of those new to the subject. It continues with implementation to facilitate and improve management in several urban contexts, infrastructures, and more. Global case study assessments further provide a deep characterization of the state-of-the-art in digital twin in urban and rural contexts. - Uniquely focuses on applications for smart cities and villages, including smart services for health, education, mobility, and agriculture -Provides use cases and practical deployment of research involved in the emerging uses of digital twins - Discusses all pertinent issues, challenges, and possible solutions instrumental in implementing digital twins smart solutions in this context - Edited and authored by a global team of experts in their given fields

autonomous digital experience management: Marketing and Sales Automation Uwe Hannig,

Uwe Seebacher, 2023-05-02 This book clarifies based on latest findings and research what one needs to know about marketing and sales automation, how to manage projects to implement them, select and implement tools, and what results can be achieved. It also outlines what can be expected in the future such as the automation of corporate communication and Human Resources. The range of topics spans from the creation of a valid data base in the context of applied AI for realizing predictive intelligence and the effects of data regulations such as the European General Data Protection Regulation (GDPR) when addressing customers and prospects to recommendations for selecting and implementing the necessary IT systems. Experts also report on their experiences in regard to Conversion-rate-optimization (CRO) and provide tips and assistance on how to optimize and ensure the highest RoI for marketing and sales automation. A special focus will be placed on the dovetailing of marketing and sales and the management of the customer journey as well as the improvement of the customer experience.

autonomous digital experience management: Managing Digital Transformation Andreas Hinterhuber, Tiziano Vescovi, Francesca Checchinato, 2021-05-26 This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies - Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others - explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

autonomous digital experience management: Design, User Experience, and Usability: UX Research and Design Marcelo M. Soares, Elizabeth Rosenzweig, Aaron Marcus, 2021-07-03 This three volume set LNCS 12779, 12780, and 12781 constitutes the refereed proceedings of the 10th International Conference on Design, User Experience, and Usability, DUXU 2021, held as part of the 23rd International Conference, HCI International 2021, which took place in July 2021. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The papers of DUXU 2021, Part I, are organized in topical sections named: UX Design Methods and Techniques; Methods and Techniques for UX Research; Visual Languages and Information Visualization; Design Education and Practice.

autonomous digital experience management: Human-Computer Interaction. Design and User Experience Case Studies Masaaki Kurosu, 2021-07-03 The three-volume set LNCS 12762, 12763, and 12764 constitutes the refereed proceedings of the Human Computer Interaction thematic area of the 23rd International Conference on Human-Computer Interaction, HCII 2021, which took place virtually in July 2021. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The 139 papers included in this HCI 2021 proceedings were organized in topical sections as follows: Part I, Theory, Methods and Tools: HCI theory, education and practice; UX evaluation methods, techniques and tools; emotional and persuasive design; and emotions and cognition in HCI Part II, Interaction Techniques and Novel Applications: Novel interaction techniques; human-robot interaction; digital wellbeing; and HCI in surgery Part III, Design and User Experience Case Studies: Design case studies; user experience and technology acceptance studies; and HCI, social distancing,

information, communication and work

autonomous digital experience management: Digital @ Scale Anand Swaminathan, Jürgen Meffert, 2017-06-26 A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

autonomous digital experience management: Design, User Experience, and Usability: Design for Contemporary Technological Environments Marcelo M. Soares, Elizabeth Rosenzweig, Aaron Marcus, 2021-07-03 This three volume set LNCS 12779, 12780, and 12781 constitutes the refereed proceedings of the 10th International Conference on Design, User Experience, and Usability, DUXU 2021, held as part of the 23rd International Conference, HCI International 2021, which took place in July 2021. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The papers of DUXU 2021, Part III are organized in topical sections named: Mobile UX Research and Design; DUXU for Extended Reality; DUXU for the Creative Industries; Usability and UX Studies.

autonomous digital experience management: Service Management and Marketing Principles Jay Kandampully, David J. Solnet, 2024-06-07 This book explores the service economy and challenges that all organizations face as goods and services make way for a world where customers (B2C) and businesses (B2B) seek seamless, thoughtful, and exceptional experiences. This book introduces readers to a range of interrelated topics and the application of service management and marketing theories which are fundamentally critical to the success of all enterprises seeking competitive advantage through enhanced customer experience. This book analyses management and marketing challenges in the service and experience economy and provides insights into how marketers and managers can strike a balance between supply, demand, price, and quality and leverage technology for operational efficiency and to better manage customer service and expectations. Through the coverage of critical foundational topics, from how value is created; the evolution of global economies from goods, services to experiences; foundations of customer-centric management; managing service workers; integrating human touch with high-tech service; and many others, the authors provide a holistic understanding of management in a complex, globally interconnected world. This book will be useful for students, researchers, and instructors of business management, marketing, commerce, and economics. It will also be of interest to professionals working in healthcare, retail, financial services, government hospitality, leisure, tourism, and other services.

autonomous digital experience management: Universal Access in Human-Computer Interaction. Design Methods and User Experience Margherita Antona, Constantine Stephanidis, 2021-07-03 This two-volume set constitutes the refereed proceedings of the 15th International Conference on Universal Access in Human-Computer Interaction, UAHCI 2021, held as part of the 23rd International Conference, HCI International 2021, held as a virtual event, in July 2021. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. UAHCI 2021 includes a total of 84 papers; they focus on topics related to universal access methods, techniques and practices, studies on accessibility, design for all, usability, UX and technology acceptance, emotion and behavior recognition for universal access, accessible media, access to learning and education, as well

universal access to virtual and intelligent assistive environments.

autonomous digital experience management: Design, User Experience, and Usability: Design for Diversity, Well-being, and Social Development Marcelo M. Soares, Elizabeth Rosenzweig, Aaron Marcus, 2021-07-03 This three volume set LNCS 12779, 12780, and 12781 constitutes the refereed proceedings of the 10th International Conference on Design, User Experience, and Usability, DUXU 2021, held as part of the 23rd International Conference, HCI International 2021, which took place in July 2021. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The papers of DUXU 2021, Part II are organized in topical sections named: Experience Design across Cultures; Design for Inclusion and Social Development, Design for Health and Well-being; DUXU Case Studies.

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Papers: Design and User Experience Constantine Stephanidis, Marcelo M. Soares, Elizabeth Rosenzweig, Aaron Marcus, Sakae Yamamoto, Hirohiko Mori, Pei-Luen Patrick Rau, Gabriele Meiselwitz, Xiaowen Fang, Abbas Moallem, 2021-11-19 This book constitutes late breaking papers from the 23rd International Conference on Human-Computer Interaction, HCII 2021, which was held in July 2021. The conference was planned to take place in Washington DC, USA but had to change to a virtual conference mode due to the COVID-19 pandemic. A total of 5222 individuals from academia, research institutes, industry, and governmental agencies from 81 countries submitted contributions, and 1276 papers and 241 posters were included in the volumes of the proceedings that were published before the start of the conference. Additionally, 174 papers and 146 posters are included in the volumes of the proceedings published after the conference, as "Late Breaking Work" (papers and posters). The contributions thoroughly cover the entire field of HCI, addressing major advances in knowledge and effective use of computers in a variety of application areas.

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Autonomous Digital Experience Management Introduction

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