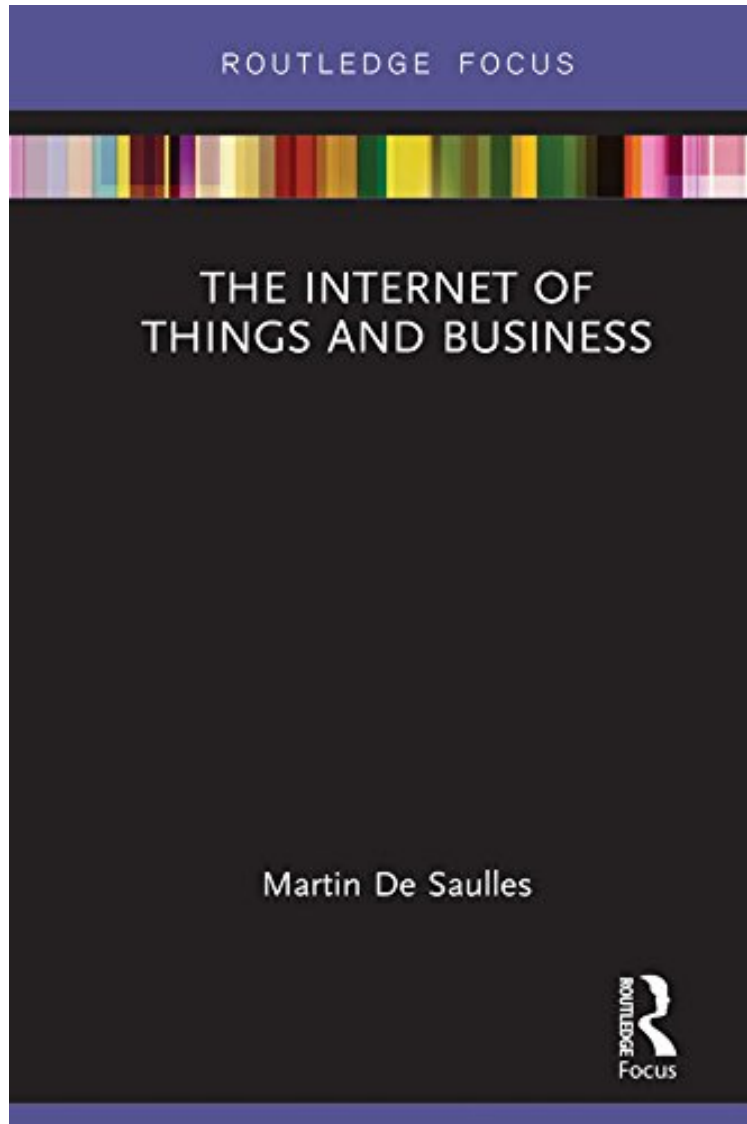


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The Internet of Things and Business (Routledge Focus on Business and Management)

Martin De Saulles

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Martin De Saulles : The Internet of Things and Business (Routledge Focus on Business and Management) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Internet of Things and Business (Routledge Focus on Business and Management):

The internet of things (IoT) has the potential to change how we live and work. It represents the next evolution of the

computing revolution and will see the embedding of information and communication technologies within machines at home and in the workplace and across a broad range of industrial processes. The effect will be a radical restructuring of industries and business models driven by massive flows of data providing new insights into how the man-made and natural worlds work. The Internet of Things Business explores the business models emerging from the IoT and considers the challenges as well as the opportunities they pose to businesses around the world. Via real examples and a range of international case studies, the reader will develop an understanding of how this technology revolution will impact on the business world as well as on broader society.

This book delves beneath the headlines surrounding the Internet of Things and examines the emergent potential that will, based upon massive data flows harvested from a myriad of devices at home, in the workplace and just about anywhere, engender radical restructuring not only of industries, companies and business models but wider society in general. Paul G. Nixon, Principal Lecturer in European Studies, The Hague University of Applied Sciences, The Netherlands. In this very accessible, but comprehensive, book, De Saulles argues convincingly that the Internet of Things (IoT) will bring about a radical restructuring of industries and business models driven by the massive inflow of data and the subsequent analytical insights that this affords. De Saulles takes us through the historical and technological developments that underpin the IoT, to its current implications for new business patterns and the opportunities offered through big data analytics, as well as the ethical and social challenges that such opportunities pose. Illustrated throughout with pertinent case studies, this book is a great teaching resource, as well as an essential read for anyone interested in the subject. Louise Cooke, Reader in Information Knowledge Management, Loughborough University, UK. About the Author Martin De Saulles is a Principal Lecturer at the University of Brighton, UK.