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Nixus Technologies Pte Ltd is a leading IT company based in Singapore specialising in various kinds of IT services. Nixus Tech is uniquely positioned as a comprehensive total IT solutions provider, offering a diversified suite of IT services and solutions that are effective, dynamic, customizable and fully integrated. Nixus Technologies enables opportunities for growth acceleration, dynamism and progression by providing technology development and maximizing the potential of product engineering that sharpens competitive edge in the global sphere. Therefore, it focuses in business development, technology development and creative technology products and integration of applications as its core business. CEOs are more than frustrated by marketing's inability to deliver results. Has the profession lost its relevance? Nirmalya Kumar argues that, although the function of marketing has lost ground, the importance of marketing as a mind-set--geared toward customer focus and market orientation--has gained momentum across the entire organization. This book challenges marketers to change their role from implementers of traditional marketing functions to strategic coordinators of organization-wide initiatives aimed at profitably delivering value to customers. Kumar outlines seven cross-functional and bottom-line-oriented initiatives that can put marketing back on the CEO's agenda--and elevate its role in shaping the destiny of the firm. PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. Knowledge integration - the purposeful combination of specialized and complementary knowledge to achieve specific tasks - is becoming increasingly important for organizations facing rapidly changing institutional environments, globalized markets, and fast-paced technological developments. The need for knowledge integration is driven by knowledge specialization and its geographic and organizational distribution in the global economy. The increasing complexity and relevance of the knowledge integration problem is apparent in emerging new fields of research, such as open innovation, or the merging of existing ones, e.g. organizational learning and strategy. In global competition, the successful management of knowledge integration underpins firms' ability to innovate, generate profit, grow and, ultimately, survive. This book provides conceptual contributions as well as empirical studies that examine knowledge integration essentially as a 'boundary' problem. Knowledge integration becomes a problem when boundaries between knowledge fields, and the institutions that preside over those fields, are not clear, or become fluid and contestable. This fluidity, and the competitive pressures this fluidity generates, are persistent and permanent features of the world we live in. This book put forward a consistent set of ideas, methods and tools useful to interpret, analyze and act upon the processes of knowledge integration across boundaries. With the ability to reach many farmers with timely and accessible content, the use of information and communication technologies (ICTs) for agriculture (ICT4Ag) has the potential to transform farming and food production, worldwide. ICT4Ag supports new methods in the monitoring and management of soils, plants and livestock (precision agriculture), access to online markets, and improved communication between value chain stakeholders, among others. The services provided are vital in connecting farmers with the information they need to improve their agricultural productivity and reduce poverty. Through case studies and examples of ICT4Ag initiatives from across Asia, the Caribbean and sub-Saharan Africa, the first chapter looks at how ICT4Ag actually works to drive economic development across developing economies. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. Plan, execute, and sustain a successful IT campaign with Sam Bansal's perfect scorecard approach First came the dot.com bust, then the IT squeeze. Despite software being the tail that wags the dog in most corporations, the cham-pions of IT, the CIOs, are constantly under fire to justify and maximize their IT investments—past, present, and future. Learn how to establish Key Performance Indicators and Value Scorecards for IT to ensure maximum value in your corporation with the step-by-step approach found in Sam Bansal's Technology Scorecards. Drawing on Dr. Bansal's over forty years of field experience in the management of large and complex projects, Technology Scorecards shows you how to: Create Scorecards geared towards your organization's business goals Make quantum improvements in cost, value, and productivity using KPIs and Scorecards Increase your company's net by as much as 100% just by improving your supply chain management by 50% Impact your top line the most through product life-cycle management Develop a realistic strategy through Scorecards, which can then be used to drive IT investments that maximize your business performance Enhance profitability. Streamline strategy execution. Lower costs. Learn how to align your IT plans with your business objectives and optimize your company's overall performance with the perfect scorecard approach found in Technology Scorecards. Edited by one of the best-known and most widely respected figures in the field, "Planning for Information Systems" is a comprehensive, single source overview of the myriad ideas and processes that are identified with IS planning. While many chapters deal with high level strategic planning, the book gives equal attention to on-the-ground planning issues.Part I, 'Key Concepts of IS Planning', focuses on how IS planning has evolved over the years; business-IS strategic alignment; and the role of dynamic organizational capabilities in leveraging IS competencies. Part II, 'The Organizational IS Planning Process,' describes IS planning in terms of critical success factors and includes a knowledge-based view of IS planning; a practical assessment of strategic alignment; the IT budgeting process; the search for an optimal level of IS strategic planning; and the role of organizational learning in IS planning.Part III, 'IS Investment Planning', deals with predicting the value that an IS project may have; a 'rational expectations' approach to assessing project payoffs; assessing the social costs and benefits of projects; an options-based approach to managing project risks; planning for project teams; and the moderating effects of coordinated planning. Part IV, 'Goals and Outcomes of IS Planning', considers information strategy as a goal and/or outcome of IS planning; IT infrastructure as a goal or outcome; competitive advantage as a goal or outcome; e-process partnership chains; and planning successful Internet-based projects. Updated coverage of the most confusing Windows 2000 component in this new edition of a Syngress bestseller. Active Directory Services dramatically changes the way IT professionals design, plan, configure and administer their Windows NT networks. The primary benefits of Active Directory Services are its extensibility, scalability, and ease of management as compared to prior generations of Windows NT. Systems Engineers will probably spend much of their time over the next several years planning for and deploying Active Directory Services in many different environments. Windows 2000 Active Directory, Second Edition gives IT professionals a head start; it provides updated coverage of everything they will need to succeed. Many Windows 2000 administrators are struggling with Active Directory and need a comprehensive book on the subject The first completely updated book on Active Directory to hit the market For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. The problems inherent in the business venture life cycle are discussed theoretically and applied to case studies in this business guide for entrepreneurs and small business owners on growth and management strategies for business start-ups. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. Market research guide to American employers. Includes hard-to-find information such as benefit plans, stock plans, salaries, hiring and recruiting plans, training and corporate culture, growth plans. Several indexes and tables, as well as a job market trends analysis and 7 Keys For Research for job openings. This massive reference book features our proprietary profiles of the 500 best, largest, and fastest-growing corporate employers in America--includes addresses, phone numbers, and Internet addresses. What effect have innovations in digital technology had on the way we communicate and work, and what can we expect from the future? Following on from the hugely successful 'e-Shock', Michael de Kare Silver analyses the developments in digital technology over the past decade, and how they have changed our lives both at home and in the workplace This book presents recent research directions that address management in the information economy. The contributors include leading researchers with interests in a diverse set of topics who highlight important areas and point to some important topics for future research. The book begins with perspectives at the level of the economy as a whole and then progressively addresses industrial structure, sectors, functions, and business practices. Offers a market research guide to the American health care industry - a tool for strategic planning, competitive intelligence, employment searches or financial research. This book covers national health expenditures, technologies, patient populations, research, Medicare, Medicaid, and managed care. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. This book is the largest referral for Turkish companies. Lessons in innovation from key FinTech trends and successes Creating Strategic Value through Financial Technology explores the growing Financial Technology (FinTech) industry to provide insight on how traditional financial institutions and FinTech companies can boost innovation and enhance valuation in a complex regulatory environment. In plumbing the depth and breadth of several niches within in the FinTech sector, author Jay Wilson uncovers key themes that have contributed to the industry's success; in this book, he maps them together to provide useful guideposts for investors, entrepreneurs, and traditional institutions looking to facilitate growth as technology and financial services collide. With an expert's perspective on FinTech history and outlook, certain trends and examples of value-enhancing strategies stand out. FinTech niches covered include: payments, crowdfunding, alternative/marketplace lending, the blockchain, and technology solutions in the context of banking, insurance, and investment companies. There is no denying the growing importance of technology in the financial services industry, and the FinTech sector offers valuable solutions for a diverse array of financial services providers and their customers. This book guides you through several niches of the FinTech sector, and highlights the most important takeaways from recent endeavors. Navigate the financial technology sector Enhance customer and product offerings Improve efficiency and cost structure Enhance profitability and company valuation from the intersection of technology and finance Innovation and customer preference is a key driver of FinTech's growth. Customers are demanding better value and convenience, and the organizations that provide it are reaping the rewards of growth. As financial regulations grow more and more complex, and customers are presented with more and more options, it is becoming imperative for traditional institutions to modernize processes and carve out a place in the future of financial services. Creating Strategic Value through Financial Technology provides a handbook for navigating that space, with practical guidance on how FinTech companies and traditional financial institutions can enhance profitability and valuation from the trends. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. This document brings together a set of latest data points and publicly available information relevant for Technology Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. 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