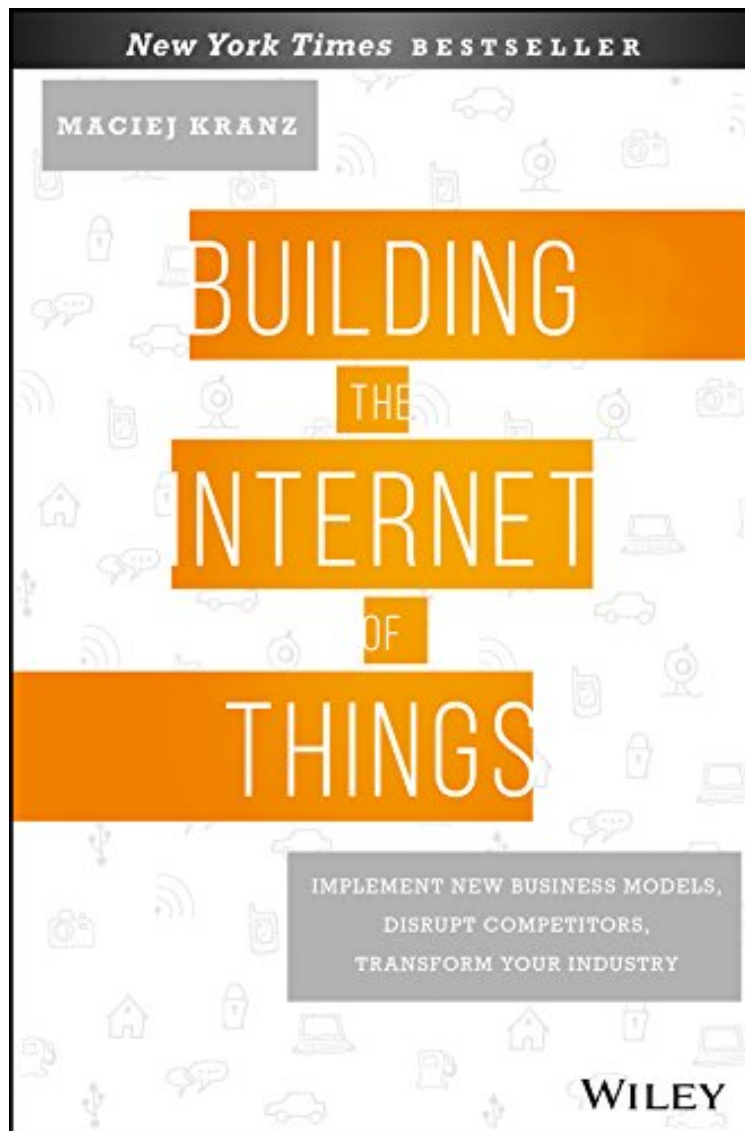


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Building the Internet of Things: Implement New Business Models, Disrupt Competitors, Transform Your Industry

Maciej Kranz

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By Juan M. Aldrete Excelent book for IoT begginers. Provides a great summary of the topic and related innovation practices. Great book! Highly recommended

Connect your organization to the Internet of Things with solid strategy and a proven implementation plan Building Internet of Things provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business leaders can implement IoT today to realize tangible business advantages. The discussion delves into IoT from a business, strategy and organizational standpoint, and includes use-cases that illustrate the ripple effect that this latest disruption brings; you'll learn how to fashion a viable IoT plan that works with your organization's strategy and direction, and how to implement that strategy successfully by integrating IoT into your organization tomorrow. For business managers, the biggest question surrounding the Internet of Things is what to do with it. This book examines the way IoT is being used today and will be used in the future to help you craft a robust plan for your organization. Grasp the depth and breadth of the Internet of Things Create a secure IoT recipe that aligns with your company's strategy Capitalize on advances while avoiding disruption from others Leverage the technical, organizational, and social impact of IoT In the past five years, the Internet of Things has become the new frontier of technology that has everyone talking. It seems that almost every week a major vendor announces a new IoT strategy or division; is your company missing the boat? Learn where IoT fits into your organization, and how to turn disruption into profit with the expert guidance in Building the Internet of Things.

"This is a truly fascinating book that brings to life the Internet of Things." (Chemistry Industry Journal, May 2017)
Maciej (Kranz), one of the pioneers of IoT, has masterfully captured best practices and combined them with practical guidelines to help readers begin their own IoT journeys . . . I recommend business and technical managers from every industry read this book to understand how to achieve faster innovation and higher productivity from a successful implementation of IoT.
Keith Nosbusch, Chairman, Rockwell Automation
Too often, experts view IoT and digitization as being about the young. The reality is that IoT will change the future for all of us. In Building the Internet of Things, Maciej Kranz highlights how 'Generation IoT' includes all of us, regardless of age, gender, location and background. Whether you are fresh out of college, or are one of the many established workers looking to re-skill, IoT brings opportunity for everyone. Building the Internet of Things provides a great primer on the ways IoT will change our lives, and industries, for the better.
Vernon Turner, SVP, Enterprise Research and Research Fellow, Internet of Things - IDC
It has been an honour working with and getting to know Maciej over the years. In Maciej's role at Cisco as the Vice President Corporate of the Strategic Innovation Group, he has pioneered and driven Cisco's IoT innovation efforts. His book cuts through the hype and offers practical advice to business decision makers on how to implement IoT today.
Scott MacDonald and Whitney Rockley, Co-Founders of McRock Capital
With all the hype surrounding IoT today, Maciej Kranz's, Building the Internet of Things provides organizations with invaluable practical advice and a blueprint on how to get started, and will help them to avoid some of the potential pitfalls as they progress further towards digital operations.
Tim Jennings, Chief Research Officer, Ovum
In Building the Internet of Things, Maciej Kranz shares personal anecdotes, market case studies and practical guidance to help readers successfully create and fast-track their IoT strategies. His insights offer a route for organisations to develop an IoT journey planner that is right for their needs and goals.
Bola Rotibi, Research Director and Founder of Creative Intellect Consulting and Lead Author of ADT Magazines IoT Think Tank Column
From the Inside Flap
Maybe you've heard of the Internet of Things (IoT) but don't understand how the concept can get your products built faster and cheaper or prevent your machines and vehicles from failing. Now, line-of-business managers have a comprehensive resource for assessing this disruptive business and technological approach from one of today's most influential IoT thought leaders. Building the Internet of Things guides you through the first steps of adopting IoT, starting with the improvements to your existing operations and setting you on the multi-phased journey that will redefine your business and your industry. Maciej Kranz has been involved in IoT since the mid 2000s. In this highly practical guide he demystifies the IoT phenomenon and provides managers at small, midsize, and large organizations with a recipe for successful IoT-led business transformation. Drawn from dozens of customer implementations, the book identifies four established fast payback scenarios that every organization can choose from as their first small IoT project. Connected operations, remote operation, predictive analytics and preventive maintenance are proven use-cases adopted by thousands of organizations around the globe. They provide clear return on investment, can reduce costs and increase uptime. Written specifically as a go-to resource for the busy professional, stand-alone chapters unfold with clarity, logic, and in a convenient format so you can find the information you need fast. Revealing examples detail how some of the most recognizable brands in the world put IoT to work in their organizations and realized superior processes improvements

and extraordinary top and bottom line results. If your company isn't at least exploring an IoT solution, it's already losing ground in the global marketplace. This turnkey guidebook jumpstarts your move forward with: Valuable advice for justifying IoT investments by starting out with small, quick-return projects to make your case Step-by-step instructions for choosing the issues ripe for improvement from IoT and applying proven solutions without starting from scratch A systematic process for rolling out IoT at any organization, including best practices for evolving the culture, processes, management approach, and jobs Set yourself up for success in the IoT economy with Building the Internet of Things and prepare for the journey that will transform your company, your industry and your career in the next ten years.