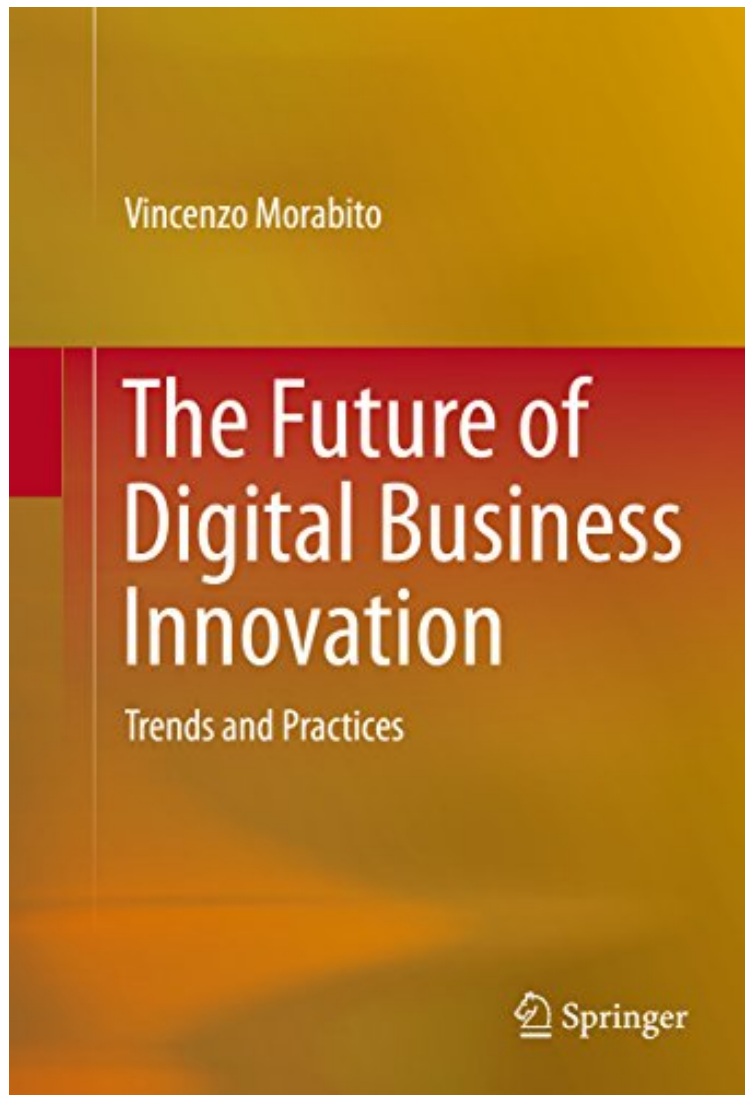


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# The Future of Digital Business Innovation: Trends and Practices

*Vincenzo Morabito*

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**Vincenzo Morabito : The Future of Digital Business Innovation: Trends and Practices** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Future of Digital Business Innovation: Trends and Practices:

This book identifies and discusses the main challenges facing digital business innovation and the emerging trends and practices that will define its future. The book is divided into three sections covering trends in digital systems, digital management, and digital innovation. The opening chapters consider the issues associated with machine intelligence,

wearable technology, digital currencies, and distributed ledgers as their relevance for business grows. Furthermore, the strategic role of data visualization and trends in digital security are extensively discussed. The subsequent section on digital management focuses on the impact of neuroscience on the management of information systems, the role of IT ambidexterity in managing digital transformation, and the way in which IT alignment is being reconfigured by digital business. Finally, examples of digital innovation in practice at the global level are presented and reviewed. The book will appeal to both practitioners and academics. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox that enables easy understanding and assists in exploiting business opportunities involving digital business innovation.

The book does not only introduce new technologies that are used in business but also illustrates the application of these technologies through case studies that form a strong link between theory and practice; this book provides useful information for students and researchers who are specialized in digital business operations. The information in this book also helps marketing practitioners and government officials conduct better marketing surveys and obtain highly objective data that can accurately illustrate the current market situation. (Jianwei Qian and Rob Law, *Information Technology Tourism*, Vol. 16, 2016) From the Back Cover This book identifies and discusses the main challenges facing digital business innovation and the emerging trends and practices that will define its future. The book is divided into three sections covering trends in digital systems, digital management, and digital innovation. The opening chapters consider the issues associated with machine intelligence, wearable technology, digital currencies, and distributed ledgers as their relevance for business grows. Furthermore, the strategic role of data visualization and trends in digital security are extensively discussed. The subsequent section on digital management focuses on the impact of neuroscience on the management of information systems, the role of IT ambidexterity in managing digital transformation, and the way in which IT alignment is being reconfigured by digital business. Finally, examples of digital innovation in practice at the global level are presented and reviewed.