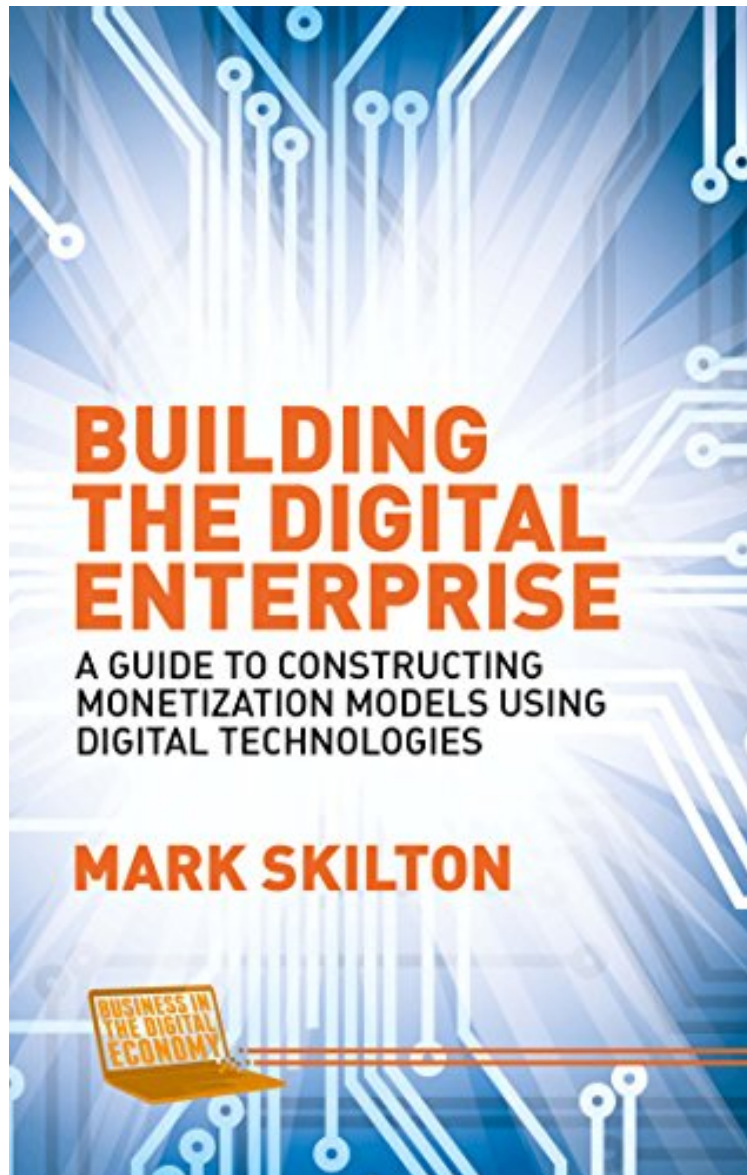


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Building the Digital Enterprise: A Guide to Constructing Monetization Models Using Digital Technologies (Business in the Digital Economy)

Mark Skilton

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The digital economy is at a tipping point. This practical book defines digital ecosystems, discusses digital design using converging technologies of social networking, mobility, big data and cloud computing, and provides a methods for linking digital technologies together to meet the challenges of building a digital enterprise in the new economy.

About the Author Mark Skilton is Professor of Practice in Information Systems and Management at Warwick Business School. With over 20 years' experience in information technology in many commercial and public sector businesses, he specializes in helping companies realize their business value, covering social media networks, big data, mobility, M2M Internet of things and Cloud computing. He has worked with some of the top global international companies at board level to realize their vision of digital operating models across their complete technology landscapes. Most recently, Mark is a Digital Leader at PA Consulting and prior to that a Global Director of Strategy at Capgemini. Previously, Mark was European CTO of Services outsourcing and strategic technology consulting solutions at CSC. He has been Head of Digital business analysis at BskyB TV and Media company; lead business re-engineering engagements at KPMG Consulting and worked in transforming the Business and IT of companies in over 25 countries worldwide. Since 2010 Mark has held International standards body roles in The Open Group, where he was co-chair of Cloud Computing and leading Open Platform 3.0 initiatives and standards publications. Mark is active in the ISO JC38 distributed architecture standards and in the 'Hubs-of-all-things' a multi-disciplinary project funded by the Research Council's UK Digital Economy Programme. Mark is also active in Cyber security forums at Warwick University, Ovum Security Summits and INFOSEC. He has spoken at the EU Commission on Digital Ecosystems Agenda and is a EU competition Judge on Smart Outsourcing Innovation. Mark has an MBA as well as a Post Graduate qualification in Production Engineering and Design Management from Cambridge University and a first degree in applied engineering science subjects from University of Sheffield.