

Hit Refresh Wie Microsoft Sich Neu Erfunden Hat U

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System Center Configuration Manager Current Branch Unleashed (includes Content Update Program) Kerrie Meyler 2018-04-16 System Center Configuration Manager Current Branch provides a total systems management solution for a people-centric world. It can deploy applications to individuals using virtually any device or platform, centralizing and automating management across on-premise, service provider, and Microsoft Azure environments. In System Center Configuration Manager Current Branch Unleashed, a team of world-renowned System Center experts shows you how to make the most of this powerful toolset. The authors begin by introducing modern systems management and offering practical strategies for coherently managing today's IT infrastructures. Drawing on their immense consulting experience, they offer expert guidance for ConfigMgr planning, architecture, and implementation. You'll walk through efficiently performing a wide spectrum of ConfigMgr operations, from managing clients, updates, and compliance to reporting. Finally, you'll find current best practices for administering ConfigMgr, from security to backups. Detailed information on how to: Successfully manage distributed, people-centric, cloud-focused IT environments Optimize ConfigMgr architecture, design, and deployment plans to reflect your environment Smoothly install ConfigMgr Current Branch and migrate from Configuration Manager 2012 Save time and improve efficiency by automating system management Use the console to centralize control over infrastructure, software, users, and devices Discover and manage clients running Windows, macOS, Linux, and UNIX Define, monitor, enforce, remediate, and report on all aspects of configuration compliance Deliver the right software to the right people with ConfigMgr applications and deployment types Reliably manage patches and updates, including Office 365 client updates Integrate Intune to manage on-premise and mobile devices through a single console Secure access to corporate resources from mobile devices Manage Microsoft's enterprise antimalware platform with System Center Endpoint

Protection Using this guide's proven techniques and comprehensive reference information, you can maximize the value of ConfigMgr in your environment—no matter how complex it is or how quickly it's changing.

Adrenaline Junkies and Template Zombies Tom DeMarco 2013-07-15 This is the digital version of the printed book (Copyright © 2008). Adrenaline junkies, dead fish, project sluts, true believers, Lewis and Clark, template zombies . . . Most developers, testers, and managers on IT projects are pretty good at recognizing patterns of behavior and gut-level hunches, as in, "I sense that this project is headed for disaster." But it has always been more difficult to transform these patterns and hunches into a usable form, something a team can debate, refine, and use. Until now. In *Adrenaline Junkies and Template Zombies*, the six principal consultants of The Atlantic Systems Guild present the patterns of behavior they most often observe at the dozens of IT firms they transform each year, around the world. The result is a quick-read guide to identifying nearly ninety typical scenarios, drawing on a combined one-hundred-and-fifty years of project management experience. Project by project, you'll improve the accuracy of your hunches and your ability to act on them. The patterns are presented in an easy-reference format, with names designed to ease communication with your teammates. In just a few words, you can describe what's happening on your project. Citing the patterns of behavior can help you quickly move those above and below you to the next step on your project. You'll find classic patterns such as these: News Improvement Management by Mood Ring Piling On Rattle Yer Dags Natural Authority Food++ Fridge Door and more than eighty more! Not every pattern will be evident in your organization, and not every pattern is necessarily good or bad. However, you'll find many patterns that will apply to your current and future assignments, even in the most ambiguous circumstances. When you assess your situation and follow your next hunch, you'll have the collective wisdom of six world-class consultants at your side.

Serious Games and Edutainment Applications Minhua Ma 2017-03-03 With the continued application of gaming for training and education, which has seen exponential growth over the past two decades, this book offers an insightful introduction to the current developments and applications of game technologies within educational settings, with cutting-edge academic research and industry insights, providing a greater understanding into current and future developments and advances within this field. Following on from the success of the first volume in 2011, researchers from around the world presents up-to-date research on a broad range of new and emerging topics such as serious games and emotion, games for music education and games for medical training, to gamification, bespoke serious games, and adaptation of commercial off-the shelf games for education and narrative design, giving readers a thorough understanding of the advances and current issues facing developers and designers regarding games for training and education. This second volume of *Serious Games and Edutainment Applications* offers further insights for researchers, designers and educators who are interested in using serious games for training and educational purposes, and gives game developers with detailed information on current topics and developments within this growing area.

Showing Up for Life Bill Gates, Sr. 2010-05-11 A heartfelt, deeply personal book that shines a bright light on the values and principles that Bill Gates Sr. has learned over a lifetime of "showing up": lessons that he learned growing up during the Great Depression, and that he instilled in his children and continues to practice on the world stage as the co-chair of the Bill & Melinda Gates Foundation. Through the course of several dozen narratives arranged in roughly chronological fashion, Gates introduces the people and experiences that influenced his thinking and guided his moral compass. Among them: the scoutmaster who taught him about teamwork and self reliance; and his famous son, Trey, whose curiosity and passion for computers and software led him to ultimately co-found Microsoft. Through revealing stories of his daughters, Kristi and Libby; his late wife, Mary, and his current wife, Mimi; and his work with Nelson Mandela and Jimmy Carter, among others, he discusses the importance of hard work, getting along, honoring a confidence, speaking out, and much more. Showing Up for Life translates one man's experiences over fourscore years of living into an inspiring road map for readers everywhere. As Bill Gates Sr. puts it: "I'm 83 years old. Representing the Bill & Melinda Gates Foundation and everyone who is a part of it has given me the opportunity to see more of the world and its rich possibilities than most people ever do. I never imagined that I'd be working this late in life, or enjoying it so much."

Open Learning Cultures Ulf-Daniel Ehlers 2013-09-12 Today we are seeing a new form of blended learning: not only is technology enhancing the learning environment but formal and informal learning are combining and there is self- and peer-assessment of results. Open learning cultures are challenging the old and long-practiced methods used by educators and transforming learning into a more student-driven and independent activity , which uses online tools such as blogs, wikis or podcasts to connect resources, students and teachers in a novel way. While in higher education institutions most assessments are still tied to formal learning scenarios, teachers are more and more bound to recognize their students' informal learning processes and networks. This book will help teachers, lecturers and students to better understand how open learning landscapes work, how to define quality and create assessments in such environments, and how to apply these new measures. To this end, Ehlers first elaborates the technological background for more collaborative, distributed, informal, and self-guided learning. He covers the rise of social media for learning and shows how an architecture of participation can change learning activities. These new paradigms are then applied to learning and education to outline what open learning landscapes look like. Here he highlights the shift from knowledge transfer to competence development, the increase in lifelong learning, and the importance of informal learning, user generated content, and open educational resources. He then shows how to manage quality by presenting a step by step guide to developing customized quality concepts for open learning landscapes. Finally, several methods dealing with assessment in these new environments are presented, including guidelines, templates and use cases to exemplify the approaches. Overall, Ehlers argues for assessment as an integral part of learning processes, with quality assurance as a method of stimulating a quality culture and continuous quality development rather than as a simple

controlling exercise.

Grave New World Stephen D. King 2018-05-22 A controversial look at the end of globalization and what it means for prosperity, peace, and the global economic order Globalization, long considered the best route to economic prosperity, is not inevitable. An approach built on the principles of free trade and, since the 1980s, open capital markets, is beginning to fracture. With disappointing growth rates across the Western world, nations are no longer willing to sacrifice national interests for global growth; nor are their leaders able—or willing—to sell the idea of pursuing a global agenda of prosperity to their citizens. Combining historical analysis with current affairs, economist Stephen D. King provides a provocative and engaging account of why globalization is being rejected, what a world ruled by rival states with conflicting aims might look like, and how the pursuit of nationalist agendas could result in a race to the bottom. King argues that a rejection of globalization and a return to “autarky” will risk economic and political conflict, and he uses lessons from history to gauge how best to avoid the worst possible outcomes.

Hit Refresh Satya Nadella 2017-12-06

IBM James W. Cortada 2019-03-05 A history of one of the most influential American companies of the last century. For decades, IBM shaped the way the world did business. IBM products were in every large organization, and IBM corporate culture established a management style that was imitated by companies around the globe. It was “Big Blue, ” an icon. And yet over the years, IBM has gone through both failure and success, surviving flatlining revenue and forced reinvention. The company almost went out of business in the early 1990s, then came back strong with new business strategies and an emphasis on artificial intelligence. In this authoritative, monumental history, James Cortada tells the story of one of the most influential American companies of the last century. Cortada, a historian who worked at IBM for many years, describes IBM's technology breakthroughs, including the development of the punch card (used for automatic tabulation in the 1890 census), the calculation and printing of the first Social Security checks in the 1930s, the introduction of the PC to a mass audience in the 1980s, and the company's shift in focus from hardware to software. He discusses IBM's business culture and its orientation toward employees and customers; its global expansion; regulatory and legal issues, including antitrust litigation; and the track records of its CEOs. The secret to IBM's unequalled longevity in the information technology market, Cortada shows, is its capacity to adapt to changing circumstances and technologies.

When the Wolves Bite Scott Wapner 2018-04-24 The inside story of the clash of two of Wall Street's biggest, richest, toughest, most aggressive players--Carl Icahn and Bill Ackman--and Herbalife, the company caught in the middle With their billions of dollars and their business savvy, activist investors Carl Icahn and Bill Ackman have the ability to move markets with the flick of a wrist. But what happens when they run into the one thing in business they can't control: each other? This fast-paced book tells the story of the clash of these

two titans over Herbalife, a nutritional supplement company whose business model Ackman questioned. Icahn decided to vouch for them, and the dispute became a years-long feud, complete with secret backroom deals, public accusations, billions of dollars in stock trades, and one dramatic insult war on live television. Wapner, who hosted that memorable TV show, has gained unprecedented access to all the players and unravels this remarkable war of egos, showing the extreme measures the participants were willing to take. When the Wolves Bite is both a rollicking, entertaining read--a great business story of money and power and pride.

The Bank That Lived a Little Philip Augar 2018-07-05 Based on unparalleled access to those involved, and told with compelling pace and drama, *The Bank that Lived a Little* describes three decades of boardroom intrigue at one of Britain's biggest financial institutions. In a tale of feuds, grandiose dreams and a struggle for supremacy between rival strategies and their adherents, Philip Augar gives a riveting account of Barclays' journey from an old Quaker bank to a full-throttle capitalist machine. The disagreement between those ambitious for Barclays to join the top table of global banks, and those preferring a smaller domestic role more in keeping with the bank's traditions, cost three chief executives their jobs and continues to divide opinion within Barclays, the City and beyond. This is an extraordinary corporate thriller, which among much else describes how Barclays came to buy Lehman Brothers for a bargain price in 2008, why it was so keen to avoid taking government funding during the financial crisis, and the price shareholders have paid for a decade of barely controlled ambition. But Augar also shows how Barclays' experiences are a paradigm for Britain's social and economic life over thirty years, which saw the City move from the edge of the economy to its very centre. These decades created unprecedented prosperity for a tiny number, and made the reputations of governments and individuals but then left many of them in tatters. The leveraged society, the winner-takes-all mentality and our present era of austerity can all be traced to the influence of banks such as Barclays. Augar's book tells this rollercoaster story from the perspective of many of its participants - and also of those affected by the grip they came to have on Britain.

Softwarelizenzmanagement kompakt Stefan Brassel 2019-07-30 Dieses Buch setzt sich mit den Veränderungen im Softwarelizenzmanagement auseinander Die Autoren geben einen Überblick über Neuerungen und Veränderungen im Softwarelizenzmanagement und zeigen, wie sie sich auf das Management von Unternehmen auswirken. Dazu präsentieren sie praxisnahe Ansätze und Handlungsempfehlungen, die auf theoretischen Erkenntnissen basieren. Bisher hat sich die Fachliteratur diesem Thema, wenn überhaupt, nur aus operativer Sicht genähert. Das möchte dieses Werk ändern. Deshalb zielt dieses Buch darauf ab, fachliche Zusammenhänge im Bereich des Softwarelizenzmanagements für Sie nachvollziehbar darzustellen. Daneben gehen Stefan Brassel und Andreas Gadatsch auf aktuelle Marktveränderungen ein und geben konkrete Impulse für das (IT-)Management. Durch diese Herangehensweise gelingt den Autoren ein Brückenschlag zwischen der Theorie und Anwendbarkeit ihrer Feststellungen. Neben zentralen

Grundlagen enthält das Buch viele Praxisbeispiele aus dem Softwarelizenzmanagement. Ein wichtiger Schwerpunkt dieses Werks ist außerdem die Transformation von Softwarelizenzen hin zu Public Cloud Services. Von der Theorie zum Fokus auf die Praxis Zunächst liegt der Fokus dieses Werks auf der Theorie, doch hier halten sich die Autoren nur kurz auf. Sie erfahren z. B. mehr über die klare Abgrenzung zentraler Begriffe wie „Softwarelizenz“ und „Softwarelizenzmanagement“. Auch die Problematik immaterieller Wirtschaftsgüter sowie deren Nutzungsrechte werden behandelt. Anschließend geht das Buch „Softwarelizenzmanagement kompakt“ stärker in die Tiefe und erläutert Themen wie: · Praxis der Softwarelizenzierung am Beispiel Microsoft · Transformation: Von der Software Lizenz zu Public Cloud Services · IT-Assetmanagement von Software und Public Cloud-Diensten Abschließend erhalten Sie Handlungsempfehlungen für das Management sowie für eine evtl. notwendige strategische Neuausrichtung von Unternehmen. Erschienen in der Reihe „IT kompakt“, ermöglicht Ihnen dieses Buch über Softwarelizenzmanagement einen schnellen und vor allen Dingen praxisorientierten Einstieg in die Thematik. Daher eignet es sich optimal für Selbststudium und Lehre. Durch den grundlegenden Fokus auf Veränderungen im Softwaremarkt wurde dieses Werk speziell für diese Zielgruppen verfasst: a) Fachverantwortliche des IT-Lizenzmanagements b) Führungskräfte in der Unternehmensleitung oder in IT-Abteilungen c) Verantwortliche des Geschäftsprozessmanagements d) Masterstudierende der BWL, Informatik oder Wirtschaftsinformatik

The Open Organization Jim Whitehurst 2015 This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and “chief” problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? “Adapt or die.” Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, “open management” challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the “Social Generation” of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing

how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Lead the Future - Shape your Brand Oxana Zeitler 2020-02-10 Lernen Sie am Beispiel der CEOs der größten Unternehmen der Welt, wie Sie Ihre Kompetenz sichtbar machen und ihr Unternehmen ganz nach vorne steuern. Bringen Sie sich ins Gespräch, bevor andere es tun: Shape your brand and make a difference! In der vernetzten Welt von heute sind erfolgreiche CEOs wie Popstars: echt, beliebt und einzigartig. Wer seine eigene CEO-Brand entwickelt, gewinnt Vertrauen, motiviert Mitarbeiter und Kunden und kann frühzeitig auf Trends und Krisen reagieren. Dazu brauchen Topmanager und alle, die es werden wollen, Neugier, Mut und eine klare Strategie. Wie das geht, zeigt Ihnen die erfahrene Reputations- und Markenexpertin Oxana Zeitler am Beispiel der erfolgreichsten CEO-Brands der Gegenwart - von Tim Cook, Richard Branson, Adena Friedman bis Satya Nadella. Great brands are made!

Purpose und Vision Franz-Rudolf Esch 2021-01-22 Ein Zweck macht noch keinen Unternehmenserfolg Seit Simon Sineks TED-Talk treibt das Thema Purpose kuriose Blüten. Der Unternehmenszweck wird vielfach zur Basis aller Strategien, Ziele, Maßnahmen und KPIs erklärt. Für Franz-Rudolf Esch greift das zu kurz. Kein Unternehmen ist nur durch seinen Zweck dauerhaft erfolgreich. Es bedarf weiterer Zutaten, wie klarer Unternehmensgrundsätze, einer ambitionierten Vision und einer starken Marke. Diese fasst Esch im Haltungs- und Visionshaus zusammen, einem Tool, das auf ein DIN-A3-Blatt passt. Wie Unternehmenslenker und Führungskräfte Purpose und Vision definieren, kommunizieren und ins tägliche Handeln übersetzen, erfahren sie in diesem Buch. »Die aktuelle Diskussion um Purpose und Sinn von Unternehmen ist notwendig, weil sie ein gesamtgesellschaftliches Bedürfnis adressiert. Dieses Buch vermittelt einen ausgezeichneten Überblick zu den vielen Facetten des Problems und ist für Interessierte aus Wissenschaft wie Praxis gleichermaßen zu empfehlen.« Prof. Dr. Dr. h.c. mult. Hermann Simon, Gründer und Honorary Chairman von Simon-Kucher & Partners »Klare Werte, eine transparente Haltung sowie ein übergeordneter Unternehmenszweck. Das sind die Zutaten, mit denen ›Koch‹ Esch seine ›Plat du Jour‹ empfiehlt. Lesenswert!« Dr. Anne-Kathrin Bräu, Senior Vice President Communications, Vitesco Technologies »Die REWE Group hat den von Prof. Esch beschriebenen Weg zur Entwicklung und Umsetzung von Purpose und Vision mit nachhaltigem Erfolg beschritten.« Dr. Daniela Büchel, Bereichsvorstand Handel Deutschland – Ressort HR/Nachhaltigkeit, REWE Group »Mit seiner großen Expertise zeigt Prof. Esch, wie man Purpose und Vision wirksam entwickeln und im Unternehmen umsetzen kann.« Evi Roseneder, Head of Corporate Communications, Umdasch Group, Österreich

Flash Crash Liam Vaughan 2020-05-12 "[An] extraordinary tale"—Wall Street Journal "Compelling [and] engaging"—Financial Times "Magnificently detailed yet

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pace...Think Trading Places meets Wall Street"—Sunday Times (UK) The riveting story of a trading prodigy who amassed \$70 million from his childhood bedroom—until the US government accused him of helping trigger an unprecedented market collapse On May 6, 2010, financial markets around the world tumbled simultaneously and without warning. In the span of five minutes, a trillion dollars of valuation was lost. The Flash Crash, as it became known, represented what was then the fastest drop in market history. When share values rebounded less than half an hour later, experts around the globe were left perplexed. What had they just witnessed? Navinder Singh Sarao hardly seemed like a man who would shake the world's financial markets to their core. Raised in a working-class neighborhood in West London, Nav was a preternaturally gifted trader who played the markets like a computer game. By the age of thirty, he had left behind London's "trading arcades," working instead out of his childhood home. For years the money poured in. But when lightning-fast electronic traders infiltrated markets and started eating into his profits, Nav built a system of his own to fight back. It worked—until 2015, when the FBI arrived at his door. Depending on whom you ask, Sarao was a scourge, a symbol of a financial system run horribly amok, or a folk hero who took on the tyranny of Wall Street and the high-frequency traders. A real-life financial thriller, Flash Crash uncovers the remarkable, behind-the-scenes narrative of a mystifying market crash, a globe-spanning investigation into international fraud, and a man at the center of them both.

Transnationalizing Radio Research Golo Föllmer 2018-09-30 Transnationalizing Radio Research presents a theoretical and methodological guide for exploring radio's multiple »global ages«, from its earliest years through its recent digital transformations. It offers radio scholars theoretical tools and concrete case studies for moving beyond national research frames. It gives radio practitioners inspiration for production and archiving, and offers scholars from many disciplines new ways to incorporate radio's vital voices into work on transnational institutions, communities, histories and identities.

Hit Refresh Satya Nadella 2017-09-26 "At the core, Hit Refresh, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before." – Satya Nadella from Hit Refresh "Satya has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions." – Bill Gates from the Foreword of Hit Refresh The New York Times bestseller Hit Refresh is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It's about how people, organizations, and societies can and must transform and "hit refresh" in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft's CEO tells the inside story of the company's continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era.

Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. “Ideas excite me,” Nadella explains. “Empathy grounds and centers me.” Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.

Die Zukunft der Vierten Industriellen Revolution Klaus Schwab 2019-01-21 Das neue Buch des Gründers und Vorsitzenden des Weltwirtschaftsforums Wir stecken mitten in der Vierten Industriellen Revolution, und sie wird alles verändern: wie unsere Wirtschaft funktioniert, wie wir miteinander umgehen, was es bedeutet, Mensch zu sein. In seinem neuen Buch skizziert der Vorsitzende des Weltwirtschaftsforums Klaus Schwab die wichtigsten Trends der neuen Technologien, die die Vierte Industrielle Revolution ausmachen und entscheidend für die Zukunft der Menschheit sein werden. Er legt dar, wie die daraus entstehenden Chancen bestmöglich für uns genutzt werden können und eine positive und nachhaltige Zukunft gelingen kann.

The Big Nine Amy Webb 2019-03-05 A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we--the everyday people whose data powers AI--aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into--one largely free from regulation or oversight. The big nine corporations--Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI--the people working on the system, their motivations, the technology itself--is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations.

Hit Refresh Satya Nadella 2017-12-06 Lange bevor es iPad oder Kindle gab, hatte Microsoft bereits ein Tablet und einen E-Reader entwickelt. Nur: Es hatte die Produkte nie genutzt und war gegen neue Innovatoren wie Apple, Google und Amazon ins Hintertreffen geraten. Um diesen Rückstand wieder aufzuholen, musste

Microsoft nicht nur eine Strategie entwickeln, wie es künftig mit neuen Technologien wie künstlicher Intelligenz, Robotern und Co umgehen wollte – der einstige Vorreiter in Sachen Innovation musste seine Kultur vollkommen erneuern und seine Seele wiederfinden. Dies ist die Inside-Story dieser Transformation.

Christoph Von Graffenried's Account of the Founding of New Bern Christoph von Baron Graffenried 1920

Rilkes Korrespondenzen Alexander Honold 2019-11-04 Rilkes Korrespondenzen-Werk wird als Medium und Schreibform anhand ausgewählter Briefwechsel und in seinem Reflexionsprozess vorgestellt. Neben berühmten Korrespondentinnen sind auch die Alltagskorrespondenz und die Epistolographie in seiner Prosa enthalten. Rainer Maria Rilke hat, wie andere bedeutende Dichter der Moderne, ein reichhaltiges und vielfältiges Briefwerk hinterlassen. Quantitativ wie auch im Hinblick auf die ästhetische Tragweite und biographische Bedeutung dieser Briefzeugnisse lässt sich von einem Werk neben dem Werk sprechen. Ausgehend von Rilkes Tendenzen zur Selbst-Fiktionalisierung untersuchen die Beiträge die Dynamik einzelner Briefbeziehungen: die Korrespondenz mit Lou Andreas-Salomé als Medium der transitorischen Alltäglichkeit oder den Figuren des Scheiterns, dem Herzwerk in der Korrespondenz mit Magda von Hattingberg, den hohen Ton der Briefe Marina Zwetajewas und nicht zuletzt die Geschäftskorrespondenz. Erstmals werden die Briefe an die Russin Angela Guttmann, der Walliser Mäzenin Marietta de Courten und der Fürstin Gagarine im Kontext vorgestellt. Begleitend zu den Briefzeugnissen ist die Briefhaltigkeit seines Erzählens in den "Aufzeichnungen des Malte Laurids Brigge" zu sehen, und auch das Spannungsfeld von Verlust und Anverwandlung der "Briefe an einen jungen Dichter".

Tools and Weapons Brad Smith 2019-09-10 The New York Times bestseller, now updated with new material on cyber attacks, digital sovereignty, and tech in a pandemic. From Microsoft's president and one of the tech industry's broadest thinkers, a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates. "A colorful and insightful insiders' view of how technology is both empowering and threatening us. From privacy to cyberattacks, this timely book is a useful guide for how to navigate the digital future." –Walter Isaacson Microsoft president Brad Smith operates by a simple core belief: When your technology changes the world, you bear a responsibility to help address the world you have helped create. In Tools and Weapons, Brad Smith and Carol Ann Browne bring us a captivating narrative from the top of Microsoft, as the company flies in the face of a tech sector long obsessed with disruption as an end in itself, and in doing so navigates some of the thorniest issues of our time—from privacy to cyberwar to the challenges for democracy, far and near. As the tumultuous events of 2020 brought technology and Big Tech even further into the lives of almost all Americans, Smith and Browne updated the book throughout to reflect a changed world. With three new chapters on cybersecurity, technology and nation-states, and tech in the pandemic, Tools and Weapons is an invaluable resource from the cockpit of one of the world's largest tech companies.

Always Day One Alex Kantrowitz 2021-02-21 DAS ERFOLGSPRINZIP DER TECHNOLOGIE-GIGANTEN Google revolutionierte die Internetsuche, Amazon etablierte den Onlinehandel und Facebook verkörpert den Erfolg der sozialen Medien. Microsoft verhalf dem PC und Apple dem Smartphone zum Durchbruch. Sie alle zählen heute zu den wertvollsten Konzernen der Welt und ein Ende ihres Erfolgs ist nicht in Sicht. Der preisgekrönte Journalist Alex Kantrowitz führte über 130 Interviews mit vielen Insidern, wie etwa Mark Zuckerberg. Er zeigt, wie sich die Tech-Giganten über so lange Zeit auf Rekordkurs halten, wie unkonventionell sie mit ihrer Überlegenheit umgehen und wie sie durch einzigartige Innovationsprozesse, einer besonderen Feedbackkultur und verblüffenden Führungsmethoden ihre Visionen in die Tat umsetzen. In seinem Buch enthüllt er, was die Internetriesen auch in Phasen antreibt, in denen die meisten großen Unternehmen zu fallen beginnen – und warum sich jedes Unternehmen jeden Tag aufs Neue hinterfragen sollte.

Exzellenz Doris Martin 2021-03-10 Zukunftskompetenz emotionale Intelligenz Der Einzug künstlicher Intelligenz in den Alltag eröffnet Menschen neue Freiräume für das, was sie einzigartig macht: emotionale Intelligenz und ethische Werte. Eloquent und unterhaltsam zeigt Doris Martin, wie wir die 2020er Jahre zur Dekade unserer persönlichen Exzellenz machen. Es sind nur neun Kompetenzen, die uns über uns hinauswachsen lassen. Vorausgesetzt wir machen sie zu einem festen Bestandteil unseres täglichen Lebens und Handelns. Auf Basis umfassender Studienergebnisse und lebensnaher Geschichten erfahren Mitarbeiter_innen und Manager_innen wie sie zu den brillanten Menschen werden, die unsere Gesellschaft und unsere Unternehmen auf ein neues Niveau heben werden.

Exzellenzkompetenz 1: Offenheit für den Aufbruch ins Ungewisse
Exzellenzkompetenz 2: Selbstreflexion für ein besseres Verständnis der Zusammenhänge
Exzellenzkompetenz 3: Willenskraft für die nötige Ausdauer bis zum fernen Ziel
Exzellenzkompetenz 4: Wohlbefinden für einen ausgeglichenen Energiehaushalt
Exzellenzkompetenz 5: Souveränität, weil sich Exzellenz unter Druck am deutlichsten zeigt
Exzellenzkompetenz 6: Empathie, um andere zu verstehen und zu überzeugen
Exzellenzkompetenz 7: Agilität für starke Nerven in plötzlichen Veränderungen
Exzellenzkompetenz 8: Resonanz, weil Innovation gemeinsam am besten geht
Exzellenzkompetenz 9: Leadership für eine wertorientierte Gestaltung der Zukunft

Winning Now, Winning Later David M. Cote 2020-06-30 From local coffee shops to the largest Fortune 500 companies, everyone is struggling to make the impossible choice between chasing short-term objectives and creating a secure future for their company. David Cote understood this dilemma and rejected it. In these pages, he shows you how taking the same revolutionary approach might be the smartest business decision you'll ever make. This book reveals the bold the operational reforms and counterintuitive leadership practices you can put into practice that will allow you to do two conflicting things at the same time—pursue strong short- and long-term results. This tested and proven approach can strengthen your business like never before, and even rescue it from the brink of disaster no matter how dire the current circumstances may seem. In *Winning Now, Winning Later*, Cote shares 10 essential principles for

winning today and tomorrow such as: Spot practices that seem attractive in the short term but will cost the company in the future Determine where and how to invest in growth for maximum impact Sustain both short-term performance and long-term investments even in challenging times, such as during recessions and leadership transitions Feel inspired to stand up to investors and other managers who are solely focused on either short- or long-term objectives Step back, think independently, and foster independent thinking among others around you Presenting a comprehensive solution to a perennial problem, Winning Now, Winning Later is a go-to guide for you and leaders everywhere to finally transcend short-termism's daily grind and leave an enduring legacy of success.

Always Day One Alex Kantrowitz 2020-04-07 "This is a terrific book" - Kara Swisher An acclaimed tech reporter reveals the inner workings of Amazon, Facebook, Google, Apple, and Microsoft, showing how to compete with the tech titans using their own playbook. At Amazon, "Day One" is code for inventing like a startup, with little regard for legacy. Day Two is, in Jeff Bezos's own words, "stasis, followed by irrelevance, followed by excruciating, painful decline, followed by death." Most companies today are set up for Day Two. They build advantages and defend them fiercely, rather than invent the future. But Amazon and fellow tech titans Facebook, Google, and Microsoft are operating in Day One: they prioritize reinvention over tradition and collaboration over ownership. Through 130 interviews with insiders, from Mark Zuckerberg to hourly workers, Always Day One reveals the tech giants' blueprint for sustainable success in a business world where no advantage is safe. Companies today can spin up new products at record speed -- thanks to artificial intelligence and cloud computing -- and those who stand still will be picked apart. The tech giants remain dominant because they've built cultures that spark continual reinvention. It might sound radical, but those who don't act like it's always day one do so at their own peril. Kantrowitz uncovers the engine propelling the tech giants' continued dominance at a stage when most big companies begin to decline. And he shows the way forward for everyone who wants to compete with-- and beat--the titans.

The Profiteers Sally Denton 2017-02-14 The tale of the Bechtel family dynasty is a classic American business story. It begins with Warren A. 'Dad' Bechtel, who led a consortium that constructed the Hoover Dam. From that auspicious start, the family and its eponymous company would go on to 'build the world,' from the construction of airports in Hong Kong and Doha, to pipelines and tunnels in Alaska and Europe, to mining and energy operations around the globe. Today Bechtel is one of the largest privately held corporations in the world, enriched and empowered by a long history of government contracts and the privatization of public works, made possible by an unprecedented revolving door between its San Francisco headquarters and Washington

Make, Think, Imagine John Browne 2019-08-28 Today's unprecedented pace of change leaves many people wondering what new technologies are doing to our lives. Has social media robbed us of our privacy and fed us with false information? Are the decisions about our health, security and finances made by

computer programs inexplicable and biased? Will these algorithms become so complex that we can no longer control them? Are robots going to take our jobs? Can we provide housing for our ever-growing urban populations? And has our demand for energy driven the Earth's climate to the edge of catastrophe? John Browne argues that we need not and must not put the brakes on technological advance. Civilization is founded on engineering innovation; all progress stems from the human urge to make things and to shape the world around us, resulting in greater freedom, health and wealth for all. Drawing on history, his own experiences and conversations with many of today's great innovators, he uncovers the basis for all progress and its consequences, both good and bad. He argues compellingly that the same spark that triggers each innovation can be used to counter its negative consequences. Make, Think, Imagine provides an eloquent blueprint for how we can keep moving towards a brighter future.

Die Facebook-Gefahr Roger McNamee 2019-11-21 Facebook ist in die Kritik geraten. Bots, Trolle und Fake News sind Synonyme für die Probleme des Konzerns. Spätestens seit Brexit und Trump sehen Nutzer die Reichweite und die Algorithmen mit Argwohn. Einer von Ihnen: Roger McNamee. Einst stolz darauf, zu den ersten Facebook-Investoren zu gehören, ist der Kapitalgeber und Tech-Experte nun zum scharfen Kritiker geworden. In seinem Buch rechnet er mit Mark Zuckerberg und Sheryl Sandberg ab. Ihre Reaktion auf den Missbrauch des sozialen Netzwerks ist seiner Ansicht nach völlig unzureichend und geht am Kern des Problems vorbei: der Bedrohung unserer demokratischen Grundordnung. "Die Facebook-Gefahr" ist ein nicht zu überhörender Weckruf – für das Silicon Valley, für die Politik, für uns alle.

Damaged Goods Oliver Shah 2018 "In this jaw-dropping expose, Oliver Shah uncovers the truth behind one of Britain's biggest business scandals, following Sir Philip Green's journey to the big time, the wild excesses of his heyday and his dramatic demise." --publisher's web site, viewed 7/11/18

Brazillionaires Alex Cuadros 2016 When Bloomberg News invited the young American journalist Alex Cuadros to report on Brazil's emerging class of billionaires at the height of the historic Brazilian boom, he was poised to cover two of the biggest business stories of our time: how the giants of the developing world were taking their place at the center of global capitalism, and how wealth inequality was changing societies everywhere. The billionaires of Brazil and their massive fortunes resided at the very top of their country's economic pyramid, and whether they quietly accumulated exceptional power or extravagantly displayed their decadence, they formed a potent microcosm of the world's richest .001 percent. They held sway over the economy, government, media, and stewardship of the environment; they determined the spiritual fates and populated the imaginations of their countrymen. In 2012, Eike Batista ranked as the eighth-richest person in the world, was famous for his marriage to a beauty queen, and was a fixture in the Brazilian press. But by 2015, Batista was bankrupt, his son Thor had been indicted for manslaughter, and Brazil--its president facing impeachment, its provinces combating an epidemic, and its business and political class torn apart by scandal--had become a

cautionary tale of a country run aground by its elites. Over four years, Cuadros reported on media moguls and televangelists, energy barons and shadowy figures from the years of military dictatorship, soy barons who lived on the outskirts of the Amazon, and new-economy billionaires spinning money from speculation. His zealous reporting takes us from penthouses to courtrooms, from favelas to art fairs, from scenes of unimaginable wealth to desperate, massive street protests. Within a business narrative that deftly dramatizes the volatility of the global economy, Cuadros offers us literary journalism with a grand sweep.--Adapted from dust jacket.

Mach's wie Amazon! John Rossman 2020-09-13 Was hätte Jeff Bezos getan? Wieso ist das bei Amazon so erfolgreich? John Rossman, einst leitender Angestellter bei Amazon, kennt diese Fragen und weiß: Jeff Bezos folgt mit seinem Weltkonzern einem ganz eigenen Weg, um Herausforderungen zu bewältigen, bessere Ergebnisse zu erzielen und neue Ideen und Märkte zu erobern. Rossman bricht Amazons Strategie auf 50 1□2 nachvollziehbare und wertvolle Anregungen und Tipps herunter, die jeden in die Lage versetzen, von Amazons Erfolgs-DNA zu profitieren. Fünf Sterne für Umsetzbarkeit und Erfolgsgarantie!

Neue Wettbewerbspolitik im 21. Jahrhundert Martin Pätzold 2019-11-06 Welche Auswirkungen hat die Digitalisierung auf die Wirtschaft? Was erwartet die Bürger und Unternehmen in der Zukunft? Woran scheitert die wirksame Implementierung digitaler Strukturen und Prozesse? Und wie kann eine erfolgsversprechende und zukunftsfähige Wettbewerbspolitik gestaltet werden? Dieses Buch gibt Antworten auf diese und weitere offene Fragen und beleuchtet dabei insbesondere die neuen Anforderungen an die Wettbewerbspolitik in einer digitalen Wirtschaft. Anhand von zehn Thesen setzt sich der Autor - wissenschafts- und politikerfahren - detailliert mit den Herausforderungen der Digitalisierung auseinander und zeigt Lösungsansätze zur Überwindung möglicher Problematiken in der Praxis auf. Hierbei wird in erster Linie eine volkswirtschaftliche Perspektive eingenommen, die jedoch die unverzichtbare Verknüpfung mit anderen wissenschaftlichen Gebieten erkennt und daher auch Abstecher in die Bereiche Wirtschaftspsychologie, Betriebswirtschaft und Recht macht. Konkrete Beispiele aus der „echten Wirtschaftswelt“ erläutern dem Leser die Zusammenhänge anschaulich und greifbar. Aus den zehn Thesen werden abschließend zwanzig Forderungen an den Staat abgeleitet, die als Blaupause für eine moderne und zukunftsfähige Wettbewerbspolitik in einer digitalen Wirtschaft gelesen werden können.

Together Vivek H Murthy 2020-04-07 President Obama's and President Biden's appointment as US Surgeon General 'The most important book you'll read this year' Daniel H. Pink, author of Drive 'Fascinating, moving and essential reading' - Atul Gawande 'This book is a gift for us all.' - Susan Cain, author, Quiet The world seems more connected than ever, and yet even before the world went into lockdown, loneliness was at epidemic levels. But what effect is it having on us, and how can we treat it - even at a distance? Murthy's prescient book reveals the importance of human connection, the hidden impact of loneliness on our health, and the social power of community. When Obama

appointed him Surgeon General of the United States, Dr Vivek Murthy observed the growing health crisis of isolation first-hand. In this ground-breaking book, he traces the roots of the problem, and shows how loneliness lies behind some of our greatest personal and social challenges, from anxiety and depression to addiction and violence. But he also reveals the cure. His search led him to talk to doctors, scientists, parents and community members around the world. The solutions are deceptively simple and easily applicable - and the effects are transformative. And one thing is clear: real human connection is a medical necessity if we want to stay healthy, emotionally and physically. We can all create it, and benefit from it, and it is more urgent than ever that we start now.

Strategy First Brad Chase 2020-06-16 Business Success Requires Strategy First In *Strategy First*, Brad Chase, the mind behind some of Microsoft's largest and most successful initiatives, explains why building robust strategies is the imperative to business success. Chase leads readers through his easy-to-use strategy model, $Strategy = E \times mc^2$, which teaches readers the art of strategy—how to build and execute winning strategies relative to the competition. To supplement the model, Chase provides 5 key tips to strategy prosperity and over 50 examples from a broad range of businesses that help the reader think about how they can use his *Strategy First* toolkit. The author will inspire readers to examine the effectiveness of their current strategies, using the model that has served him in his distinguished career. Chase began his Microsoft tenure in 1987, where his award-winning marketing campaign promoting Windows 95 broke numerous records and his efforts as MSN.com's leader prompted a turnaround of the site's success. Chase ended his tenure at Microsoft in 2002 and since then has served as an advisor and/or board member to many companies, such as GE, Brooks, Expedia, and the Boys and Girls Clubs. Chase has also shared his *Strategy First* approach across the nation through speeches to executives at large and small businesses, incubators, and students at topflight MBA programs and at conferences.

High Performance Entrepreneur Subroto Bagchi 2018-10 Highly Readable, Crisply Written&Inspirational Reading For Any New Indian EntrepreneurFrontline Difficult Though Setting Up A Business Is, Becoming A High-Performance Entrepreneur Is Harder Still. And Yet, Of The Many Thousands Who Try, There Are Those Who Go On To Become Successful; Some Even Graduate To Setting Up Companies That Hold Their Own Against The Toughest Competition, Becoming Icons Of Achievement. In *The High-Performance Entrepreneur*, Subroto Bagchi, Co-Founder And Chief Operating Officer Of Mindtree Consulting, Draws Upon His Own Highly Successful Experience To Offer Guidance From The Idea Stage To The Ipo Level. This Includes How To Decide When One Is Ready To Launch An Enterprise, Selecting A Team, Defining The Values And Objectives Of The Company And Writing The Business Plan To Choosing The Right Investors, Managing Adversity And Building The Brand. Additionally, In An Especially Illuminating Chapter, Bagchi Recounts The Systems And Values Which Have Made Indian It Companies On A Par With The Best In The World. High-Performance Entrepreneurs Create Great Wealth, For Themselves As Well As For Others. They Provide Jobs, Crucial For An

Expanding Workforce Such As India S, And Drive Innovation. In India As Elsewhere, Governments Have Become Much More Entrepreneur Friendly Than Ever Before And The Rewards Of Being A Successful Entrepreneur Are Many. More Than Just A Guide, This Is A Book That Will Tap The Entrepreneurial Energy Within You. The Tips Offered In The Book Can Make All Of Us, Businessmen And Employers, Better At Our JobsBusiness India [A] Wonderful Book Which Will Go A Long Way In Guiding Aspiring EntrepreneursSahara Times A Guiding Light To Budding EntrepreneursI.Times Of IndiaFree Press Journal

Danganronpa Another Episode: Ultra Despair Girls Volume 2 Spike Chunsoft 2020-10-06 Komaru and Toko delve into the subway tunnels, finding an underground arena where Masaru, leader of the killer kids who call themselves the Warriors of Hope, stands triumphant above a pile of dead grown-ups...yet the boy doesn't stand a chance against Genocide Jill and Komaru's teamwork! Now having defeated a foe, the question arises as to who's actually their friend...Shirokuma, a bleached, bandaged version of their teddy bear tormenter, claims to be able to put them in touch with the adult resistance--but is following it down even deeper really such a good idea? Based on one of the multiple video games in the Danganronpa franchise, Danganronpa Another Episode: Ultra Despair Girls is the missing story that goes between the original Danganronpa: The Animation manga, and the recently published manga series Danganronpa 2: Ultimate Luck and Hope and Despair.

Economics for the Common Good Jean Tirole 2019-05-14 "When Jean Tirole won the 2014 Nobel Prize in Economics, he suddenly found himself being stopped in the street by complete strangers and asked to comment on issues of the day, no matter how distant from his own areas of research. His transformation from academic economist to public intellectual prompted him to reflect further on the role economists and their discipline play in society. The result is Economics for the Common Good, a passionate manifesto for a world in which economics, far from being a 'dismal science,' is a positive force for the common good. Economists are rewarded for writing technical papers in scholarly journals, not joining in public debates. But Tirole says we urgently need economists to engage with the many challenges facing society, helping to identify our key objectives and the tools needed to meet them. To show how economics can help us realize the common good, Tirole shares his insights on a broad array of questions affecting our everyday lives and the future of our society, including global warming, unemployment, the post-2008 global financial order, the euro crisis, the digital revolution, innovation, and the proper balance between the free market and regulation. Providing a rich account of how economics can benefit everyone, Economics for the Common Good sets a new agenda for the role of economics in society"--Provided by publisher.

Office 2019 All-in-One For Dummies Peter Weverka 2018-10-30 One practical book that's ten books in one: Learn everything you need to know about Microsoft Office with one comprehensive guide on your bookshelf To know your way around all the applications within Microsoft Office would require you to be part mathematician, part storyteller, and part graphic designer—with some scheduling

wizard and database architect sprinkled in. If these talents don't come naturally to you in equal measure, don't panic—Office 2019 All-in-One For Dummies can help. This hefty but easily accessible tome opens with Book 1, an overview of the Office suite of applications and tips for handling text and becoming more efficient. From there, you'll find a book on each of the suite's major applications: Word: Learn the basics of word processing with Word, plus lay out text and pages; use Word's styles and proofing tools; construct tables, reports, and scholarly papers; and become familiar with manipulating documents. Excel: In addition to refining your worksheets so they're easier to understand, you can also master formulas, functions, and data analysis. PowerPoint: Find out how to make your presentations come alive with text, graphics, backgrounds, audio, and video. This book also contains a chapter with guidance and tips for delivering presentations—in person or virtually. Outlook: From helping you to manage your contacts, inbox, calendar, and tasks, Outlook can organize your days and keep you working productively. Access: Not everyone needs to build and maintain databases, but if that's part of your job, this book has all the hands-on information you need to get going: Build a database table, enter data, sort and query data, and filter data into report format. Publisher: The Publisher book is a quick-and-dirty introduction into desktop publishing, helping you to design a publication using built-in color schemes, templates, fonts, and finishing touches like borders and backgrounds. The last three books cover material that applies to all the applications. Book 8 shows you how to create charts, handle graphics and photos, and draw lines and shapes. Book 9 provides a quick primer on customizing the Ribbon, the Quick Access toolbar, and the Status bar, and guidance on distributing your work (via printing, emailing, converting to PDF, and more). Finally, Book 10 wraps up with how to use OneDrive, especially for file sharing and online collaboration. If you need to make sense of Office and don't have time to waste, Office 2019 All-in-One For Dummies is the reference you'll want to keep close by!