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Humans as a Service - Jeremias Prassl
2018-04-05

The crowdsourcing of work - the 'gig economy' - has been hailed as a 'sharing' revolution, enabling 'micro-entrepreneurs' to enjoy greater autonomy and flexibility in taking on 'gigs', 'rides', or 'tasks', while customers benefit from the ease, convenience, and affordability of 'work on demand'. Is this the future of work? What are the benefits and challenges of crowdsourced work? Is the gig economy fundamentally different to existing models of work and should it be kept outside the scope of employment law, as many platforms claim? *Humans as a Service* offers an engaging and critical account of the gig economy. It charts the industry's dramatic growth, explores the diverse platforms that comprise it, and describes how they operate. In scrutinising the competing narratives about 'gig' work, the book demonstrates the importance of language: how claims of 'disruptive innovation'

and 'micro-entrepreneurship' often obscure the realities of highly precarious work and the strict algorithmic surveillance and control to which workers are subject. And yet, far from being radically new, the book shows that the gig economy is but the latest (and perhaps most extreme) example of labour market practices that have existed for centuries. Turning to how the law should respond to the on-demand economy, it argues that regulators can and must bring this work within the scope of employment law, adapting existing norms where necessary, in order to protect both customers and workers. Finally, it explores the wider implications of the gig economy for markets and consumers, assessing opportunities and challenges - if this is the future of work, how can it be made sustainable?

Labor in the Global Digital Economy - Ursula Huws 2014-12-05

For every person who reads this text on the

printed page, many more will read it on a computer screen or mobile device. It's a situation that we increasingly take for granted in our digital era, and while it is indicative of the novelty of twenty-first-century capitalism, it is also the key to understanding its driving force: the relentless impulse to commodify our lives in every aspect. Ursula Huws ties together disparate economic, cultural, and political phenomena of the last few decades to form a provocative narrative about the shape of the global capitalist economy at present. She examines the way that advanced information and communications technology has opened up new fields of capital accumulation: in culture and the arts, in the privatization of public services, and in the commodification of human sociality by way of mobile devices and social networking. These trends are in turn accompanied by the dramatic restructuring of work arrangements, opening the way for new contradictions and new forms of labor solidarity and struggle around the planet. *Labor in the Global Digital Economy* is a forceful critique of our dizzying contemporary moment, one that goes beyond notions of mere connectedness or free-flowing information to illuminate the entrenched mechanisms of exploitation and control at the core of capitalism.

Colors for Your Every Mood - Leatrice Eiseman 2000

Offers advice on choosing color combinations for decorating one's home, discusses the psychology of color, and answers decorating questions.

The Gig Economy - Jamie Woodcock 2020-01-13

All of a sudden, everybody's talking about the gig economy. From taxi drivers to pizza deliverers to the unemployed, we are all aware of the huge changes that it is driving in our lives as workers, consumers and citizens. This is the first comprehensive overview of this highly topical subject. Drawing upon years of research, stories from gig workers, and a review of the key trends and debates, Jamie Woodcock and Mark Graham shed light on how the gig economy came to be, how it works and what it's like to work in it. They show that, although it has facilitated innovative new services and created jobs for millions, it is not without cost. It allows businesses and governments to generate value

while passing significant risk and responsibility onto the workers that make it possible. This is not, however, an argument for turning back the clock. Instead, the authors outline four strategies that can produce a fairer platform economy that works for everyone. Woodcock and Graham's critical introduction will be essential reading for students, scholars and general readers interested in the massive shifts that characterize our modern digital economy.

Humans and Machines at Work - Phoebe V. Moore 2017-10-06

This edited collection provides a series of accounts of workers' local experiences that reflect the ubiquity of work's digitalisation. Precarious gig economy workers ride bikes and drive taxis in China and Britain; call centre workers in India experience invasive tracking; warehouse workers discover that hidden data has been used for layoffs; and academic researchers see their labour obscured by a 'data foam' that does not benefit them. These cases are couched in historical accounts of identity and selfhood experiments seen in the Hawthorne experiments and the lineage of automation. This book will appeal to scholars in the Sociology of Work and Digital Labour Studies and anyone interested in learning about monitoring and surveillance, automation, the gig economy and the quantified self in the workplace.

[Data-Driven Mining, Learning and Analytics for Secured Smart Cities](#) - Chinmay Chakraborty 2021-04-28

This book provides information on data-driven infrastructure design, analytical approaches, and technological solutions with case studies for smart cities. This book aims to attract works on multidisciplinary research spanning across the computer science and engineering, environmental studies, services, urban planning and development, social sciences and industrial engineering on technologies, case studies, novel approaches, and visionary ideas related to data-driven innovative solutions and big data-powered applications to cope with the real world challenges for building smart cities.

Media and the Government of Populations - Philip Dearman 2018-08-25

This book deals with the social, cultural and especially political significance of media by shifting from the usual focus on the public

sphere and publics and paying attention to populations. It describes key moments where populations of different sorts have been subject to formative and diverse projects of governing, in which communication has been key. It brings together governmentality studies with the study of media practices and communication technologies. Chapters consider print culture and the new political technology of individuals; digital economies as places where populations are formed, known and managed as productive resources; workplaces, schools, clinics and homes as sites of governmental objectives; and how to appropriately link communication technologies and practices with politics. Through these chapters Philip Dearman, Cathy Greenfield and Peter Williams demonstrate the value of considering communication in terms of the government of populations.

Wikipedia @ 20 - Joseph Reagle 2020-10-13

Wikipedia's first twenty years: how what began as an experiment in collaboration became the world's most popular reference work. We have been looking things up in Wikipedia for twenty years. What began almost by accident--a wiki attached to an nascent online encyclopedia--has become the world's most popular reference work. Regarded at first as the scholarly equivalent of a Big Mac, Wikipedia is now known for its reliable sourcing and as a bastion of (mostly) reasoned interaction. How has Wikipedia, built on a model of radical collaboration, remained true to its original mission of "free access to the sum of all human knowledge" when other tech phenomena have devolved into advertising platforms? In this book, scholars, activists, and volunteers reflect on Wikipedia's first twenty years, revealing connections across disciplines and borders, languages and data, the professional and personal.

Lead the Work - John W. Boudreau 2015-08-03

A detailed look at the evolution of employment and its far-reaching implications *Lead the Work* takes an incisive look at the evolving nature of work, and how it's affecting management and productivity at the organizational level. Where getting things done once meant assigning it to an employee, today's leaders are increasingly at risk if they fail to recognize that talent can float into and out of an organization. Long-term

employment has given way to medium- or short-term employment, marking the first step in severing the bond that once fixed an individual inside an organization. Getting work done by means other than an employee was once considered a fringe event, but now leading organizations are accepting and taking advantage of the notion that talent has shown itself to be mutable. This book explores this phenomenon in detail and provides a new roadmap to help managers navigate this new environment. The workplace has undergone many changes over the years, but the emerging trend away from traditional employment represents a massive shift that has profound implications for the business model of every organization, large or small. This book describes how management is changing, and how managers must adapt to survive. Examine the dispersed organization and the changing nature of employment Learn how work is becoming impermanent and individualized Find new strategies for managing and leading Get up to speed on the decision science for the new era Workplaces evolve like biological beings; only the strong survive, and it's the competitive edge that ensures continued success. *Lead the Work* describes the new landscape, and shows you how to adapt and thrive.

Digital Objects, Digital Subjects - David Chandler 2019-01-29

This volume explores activism, research and critique in the age of digital subjects and objects and Big Data capitalism after a digital turn said to have radically transformed our political futures. Optimists assert that the 'digital' promises: new forms of community and ways of knowing and sensing, innovation, participatory culture, networked activism, and distributed democracy. Pessimists argue that digital technologies have extended domination via new forms of control, networked authoritarianism and exploitation, dehumanization and the surveillance society. Leading international scholars present varied interdisciplinary assessments of such claims – in theory and via dialogue – and of the digital's impact on society and the potentials, pitfalls, limits and ideologies, of digital activism. They reflect on whether computational social science, digital humanities and ubiquitous datafication lead to digital

positivism that threatens critical research or lead to new horizons in theory and society. An electronic version of this book is freely available, thanks to the support of libraries working with Knowledge Unlatched. KU is a collaborative initiative designed to make high quality books Open Access for the public good. More information about the initiative and details about KU's Open Access programme can be found at www.knowledgeunlatched.org.

IDEA TO EXECUTION - Ari Meisel 2016-09-14

Ari Meisel and Nick Sonnenberg recently launched a profitable Virtual Assistant (VA) business in just one day - challenging the startup mentality that every new venture requires months of planning and a large investment of capital. Their VA business was born from scribbled notes on a cocktail napkin during dinner and was an up-and-running less than 24 hours later. By following their 3 step process: Optimize, Automate, Outsource, they leveraged free, readily available digital tools and apps with no outlay of cash whatsoever. Meisel and Sonnenberg reveal tactics for building a scalable business in today's world. This fascinating and informative book chronicles their first year in business together. An essential read for any entrepreneur. It follows their journey from idea to execution, detailing a bold new approach to 21st century business based on a fearless ingenuity and a willingness to rewrite the rules.

The Virtual Assistant Handbook - Nadine Hill 2009-04-02

WANTED: well organised, computer savvy home-workers to help busy professionals and entrepreneurs get more done. Work where you want, when you want and set your own salary as a successful Virtual Assistant. If you have excellent organisational skills, want the freedom to work from home and are passionate about doing a great job then a career as a Virtual Assistant could be for you! Professional VA, Nadine Hill, shares all her tricks-of-the-trade to help budding and working VAs to become more in-demand with the right clients and more in-control of their success. Inside you will learn: * Tricks for being in-demand even if you know nothing about marketing * How to find your niche to stand out from the competition * Hard-won time-management tactics for staying sane and productive * A simple technique for setting

your fees to be profitable and competitive * Where to go for further information including business development, networking and financial advice * The 9 most common mistakes new VAs make and how to avoid them * 6 candid case studies with top tips from successful working VAs * How to raise your fees without losing clients by demonstrating value not cost * How to find and do work that you love without compromising your values * Systems and secrets for running a successful business and having a life

Logo Creed - Bill Gardner 2013-07-05

Written by the founders of LogoLounge.com, this comprehensive handbook is an expansive collection of logo designs, containing the expertise of LogoLounge as well as the range of amazing logo designs that are culled on the LogoLounge website. While the book is headed by LogoLounge founder Bill Gardner, it is truly a collaboration of the best designers on the LogoLounge website as they share their expertise and experiences, making it the go-to handbook for understanding and executing successful logos. With its in-depth historical content, as well as its detailed breakdown of the design process and the fundamental elements behind great logos, this book is highly beneficial for both students and self-taught designers.

Post, Mine, Repeat - Helen Kennedy 2016-05-14

In this book, Helen Kennedy argues that as social media data mining becomes more and more ordinary, as we post, mine and repeat, new data relations emerge. These new data relations are characterised by a widespread desire for numbers and the troubling consequences of this desire, and also by the possibility of doing good with data and resisting data power, by new and old concerns, and by instability and contradiction. Drawing on action research with public sector organisations, interviews with commercial social insights companies and their clients, focus groups with social media users and other research, Kennedy provides a fascinating and detailed account of living with social media data mining inside the organisations that make up the fabric of everyday life.

The Quantified Self in Precarity - Phoebe V. Moore 2017-09-11

Humans are accustomed to being tool bearers,

but what happens when machines become tool bearers, calculating human labour via the use of big data and people analytics by metrics? The Quantified Self in Precarity highlights how, whether it be in insecure 'gig' work or office work, such digitalisation is not an inevitable process - nor is it one that necessarily improves working conditions. Indeed, through unique research and empirical data, Moore demonstrates how workplace quantification leads to high turnover rates, workplace rationalisation and worker stress and anxiety, with these issues linked to increased rates of subjective and objective precarity. Scientific management asked us to be efficient. Now, we are asked to be agile. But what does this mean for the everyday lives we lead? With a fresh perspective on how technology and the use of technology for management and self-management changes the 'quantified', precarious workplace today, The Quantified Self in Precarity will appeal to undergraduate and postgraduate students interested in fields such as Science and Technology, Organisation Management, Sociology and Politics.

The Informal Economy Revisited - Martha Chen 2020-07-14

This landmark volume brings together leading scholars in the field to investigate recent conceptual shifts, research findings and policy debates on the informal economy as well as future challenges and directions for research and policy. Well over half of the global workforce and the vast majority of the workforce in developing countries work in the informal economy, and in countries around the world new forms of informal employment are emerging. Yet the informal workforce is not well understood, remains undervalued and is widely stigmatised. Contributors to the volume bridge a range of disciplinary perspectives including anthropology, development economics, law, political science, social policy, sociology, statistics, urban planning and design. The Informal Economy Revisited also focuses on specific groups of informal workers, including home-based workers, street vendors and waste pickers, to provide a grounded insight into disciplinary debates. Ultimately, the book calls for a paradigm shift in how the informal economy is perceived to reflect the realities of

informal work in the Global South, as well as the informal practices of the state and capital, not just labour. The Informal Economy Revisited is the culmination of 20 years of pioneering work by WIEGO (Women in Informal Employment: Globalizing and Organizing), a global network of researchers, development practitioners and organisations of informal workers in 90 countries. Researchers, practitioners, policy-makers and advocates will all find this book an invaluable guide to the significance and complexities of the informal economy, and its role in today's globalised economy.

Innovation and Entrepreneurship - Charles H. Matthews 2015-03-12

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation. It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking. Presented in a modular format, Innovation & Entrepreneurship informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs. Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

Behind the Screen - Sarah T. Roberts 2019-06-25

An eye-opening look at the invisible workers who protect us from seeing humanity's worst on today's commercial internet. Social media on the internet can be a nightmarish place. A primary shield against hateful language, violent videos, and online cruelty uploaded by users is not an algorithm. It is people. Mostly invisible by design, more than 100,000 commercial content moderators evaluate posts on mainstream social media platforms: enforcing internal policies, training artificial intelligence systems, and actively screening and removing offensive material—sometimes thousands of items per day. Sarah T. Roberts, an award-winning social media scholar, offers the first extensive ethnographic study of the commercial content moderation industry. Based on interviews with workers from Silicon Valley to the Philippines, at boutique firms and at major social media companies, she contextualizes this hidden industry and examines the emotional toll it takes on its workers. This revealing investigation of the people “behind the screen” offers insights into not only the reality of our commercial internet but the future of globalized labor in the digital age.

The Sharing Economy - Arun Sundararajan 2017-04-21

“An insightful guide to the forces shaping our economy” that explores the far-ranging implications of the shift to crowd-based capitalism—with case studies on Uber, Airbnb, and others (Hal Varian, Chief Economist at Google) Sharing isn't new. Giving someone a ride, having a guest in your spare room, running errands for someone, participating in a supper club—these are not revolutionary concepts. What is new, in the “sharing economy,” is that you are not helping a friend for free; you are providing these services to a stranger for money. In this book, Arun Sundararajan, an expert on the sharing economy, explains the transition to what he describes as “crowd-based capitalism”—a new way of organizing economic activity that may supplant the traditional corporate-centered model. As peer-to-peer commercial exchange blurs the lines between the personal and the professional, how will the economy, government regulation, what it means to have a job, and our social fabric be affected? Drawing on extensive research and numerous

real-world examples—including Airbnb, Lyft, Uber, Etsy, TaskRabbit, France's BlaBlaCar, China's Didi Kuaidi, and India's Ola, Sundararajan explains the basics of crowd-based capitalism. He describes the intriguing mix of “gift” and “market” in its transactions, demystifies emerging blockchain technologies, and clarifies the dizzying array of emerging on-demand platforms. He considers how this new paradigm changes economic growth and the future of work. Will we live in a world of empowered entrepreneurs who enjoy professional flexibility and independence? Or will we become disenfranchised digital laborers scurrying between platforms in search of the next wedge of piecemeal work? Sundararajan highlights the important policy choices and suggests possible new directions for self-regulatory organizations, labor law, and funding our social safety net.

Neoliberalism in Multi-Disciplinary

Perspective - Adrian Scribano 2018-08-20

This volume brings together well-versed authors from four continents to critically discuss the roots of neoliberalism and how academics use the word today. Neoliberalism has recently recycled and mutated towards new forms of radicalization where fear plays a leading role legitimating policies, which would otherwise be overtly neglected by citizens. The authors ignite a new discussion within social sciences, combining the advances of sociology, history, anthropology, communication and the theory of mobilities to understand the different faces and guises of neoliberalism.

The Win Without Pitching Manifesto - Blair Enns 2018

From Single to Scale - Michael Killen 2018-09-07

Scale your single-person business to profitability. Increase your audience, create multiple products, and generate more profit. This book takes you through the entire process of building a scalable business from the seemingly impossible place of “being just one person.” Most single-person businesses are stuck in a pattern of exchanging time for money. Through this book, you will learn how to beat that feast or famine cycle of work. Ask yourself the following questions: Do I have to do the work or can I outsource it to someone else? Can I

receive 1,000 orders tomorrow and handle it? Is the process/delivery repeatable so anyone can do it? What You'll Learn Develop a profitable, scalable business from what you're doing now Create content and attract an audience to that content Outsource your scalable process Scale your profit and money management Optimize your growth and prioritize meeting and exceeding your goals Who This Book Is For Consultants, freelancers, owners of small to medium-sized businesses, developers, and entrepreneurs

Uberland - Alex Rosenblat 2018-10-23

Silicon Valley technology is transforming the way we work, and Uber is leading the charge. An American startup that promised to deliver entrepreneurship for the masses through its technology, Uber instead built a new template for employment using algorithms and Internet platforms. Upending our understanding of work in the digital age, Uberland paints a future where any of us might be managed by a faceless boss. The neutral language of technology masks the powerful influence algorithms have across the New Economy. Uberland chronicles the stories of drivers in more than twenty-five cities in the United States and Canada over four years, shedding light on their working conditions and providing a window into how they feel behind the wheel. The book also explores Uber's outsized influence around the world: the billion-dollar company is now influencing everything from debates about sexual harassment and transportation regulations to racial equality campaigns and labor rights initiatives. Based on award-winning technology ethnographer Alex Rosenblat's firsthand experience of riding over 5,000 miles with Uber drivers, daily visits to online forums, and face-to-face discussions with senior Uber employees, Uberland goes beyond the headlines to reveal the complicated politics of popular technologies that are manipulating both workers and consumers.

Work in the Digital Age - Max Neufeind 2018-06

This book sets out to explore the emerging consequences of the so called '4th Industrial Revolution for the organisation of work and welfare.

Digital Economies at Global Margins - Mark Graham 2019-02-12

Investigations of what increasing digital connectivity and the digitalization of the economy mean for people and places at the world's economic margins. Within the last decade, more than one billion people became new Internet users. Once, digital connectivity was confined to economically prosperous parts of the world; now Internet users make up a majority of the world's population. In this book, contributors from a range of disciplines and locations investigate the impact of increased digital connectivity on people and places at the world's economic margins. Does the advent of a digitalized economy mean that those in economic peripheries can transcend spatial, organizational, social, and political constraints—or do digital tools and techniques tend to reinforce existing inequalities? The contributors present a diverse set of case studies, reporting on digitalization in countries ranging from Chile to Kenya to the Philippines, and develop a broad range of theoretical positions. They consider, among other things, data-driven disintermediation, women's economic empowerment and gendered power relations, digital humanitarianism and philanthropic capitalism, the spread of innovation hubs, and two cases of the reversal of core and periphery in digital innovation. Contributors Niels Beerepoot, Ryan Burns, Jenna Burrell, Julie Yujie Chen, Peter Dannenberg, Uwe Deichmann, Jonathan Donner, Christopher Foster, Mark Graham, Nicolas Friederici, Hernan Galperin, Catrihel Greppi, Anita Gurumurthy, Isis Hjorth, Lilly Irani, Molly Jackman, Calestous Juma, Dorothea Kleine, Madlen Krone, Vili Lehdonvirta, Chris Locke, Silvia Masiero, Hannah McCarrick, Deepak K. Mishra, Bitange Ndemo, Jorien Oprins, Elisa Oreglia, Stefan Ouma, Robert Pepper, Jack Linchuan Qiu, Julian Stenmanns, Tim Unwin, Julia Verne, Timothy Waema

Uberworked and Underpaid - Trebor Scholz 2016-12-27

This book is about the rise of digital labor. Companies like Uber and Amazon Mechanical Turk promise autonomy, choice, and flexibility. One of network culture's toughest critics, Trebor Scholz chronicles the work of workers in the "sharing economy," and the free labor on sites like Facebook, to take these myths apart. In this

rich, accessible, and provocative book, Scholz exposes the uncaring reality of contingent digital work, which is thriving at the expense of employment and worker rights. The book is meant to inspire readers to join the growing number of worker-owned "platform cooperatives," rethink unions, and build a better future of work. A call to action, loud and clear, *Uberworked and Underpaid* shows that it is time to stop wage theft and "crowd fleecing," rethink wealth distribution, and address the urgent question of how digital labor should be regulated and how workers from Berlin, Barcelona, Seattle, and São Paulo can act in solidarity to defend their rights.

Connectography - Parag Khanna 2016-04-19

From the visionary bestselling author of *The Second World and How to Run the World* comes a bracing and authoritative guide to a future shaped less by national borders than by global supply chains, a world in which the most connected powers—and people—will win. Connectivity is the most revolutionary force of the twenty-first century. Mankind is reengineering the planet, investing up to ten trillion dollars per year in transportation, energy, and communications infrastructure linking the world's burgeoning megacities together. This has profound consequences for geopolitics, economics, demographics, the environment, and social identity. Connectivity, not geography, is our destiny. In *Connectography*, visionary strategist Parag Khanna travels from Ukraine to Iran, Mongolia to North Korea, Pakistan to Nigeria, and across the Arctic Circle and the South China Sea to explain the rapid and unprecedented changes affecting every part of the planet. He shows how militaries are deployed to protect supply chains as much as borders, and how nations are less at war over territory than engaged in tugs-of-war over pipelines, railways, shipping lanes, and Internet cables. The new arms race is to connect to the most markets—a race China is now winning, having launched a wave of infrastructure investments to unite Eurasia around its new Silk Roads. The United States can only regain ground by fusing with its neighbors into a super-continental North American Union of shared resources and prosperity. *Connectography* offers a unique and

hopeful vision for the future. Khanna argues that new energy discoveries and technologies have eliminated the need for resource wars; ambitious transport corridors and power grids are unscrambling Africa's fraught colonial borders; even the Arab world is evolving a more peaceful map as it builds resource and trade routes across its war-torn landscape. At the same time, thriving hubs such as Singapore and Dubai are injecting dynamism into young and heavily populated regions, cyber-communities empower commerce across vast distances, and the world's ballooning financial assets are being wisely invested into building an inclusive global society. Beneath the chaos of a world that appears to be falling apart is a new foundation of connectivity pulling it together. Praise for *Connectography* "Incredible . . . With the world rapidly changing and urbanizing, [Khanna's] proposals might be the best way to confront a radically different future."—The Washington Post "Clear and coherent . . . a well-researched account of how companies are weaving ever more complicated supply chains that pull the world together even as they squeeze out inefficiencies. . . . [He] has succeeded in demonstrating that the forces of globalization are winning."—Adrian Woolridge, *The Wall Street Journal* "Bold . . . With an eye for vivid details, Khanna has . . . produced an engaging geopolitical travelogue."—Foreign Affairs "For those who fear that the world is becoming too inward-looking, *Connectography* is a refreshing, optimistic vision."—The Economist "Connectivity has become a basic human right, and gives everyone on the planet the opportunity to provide for their family and contribute to our shared future. *Connectography* charts the future of this connected world."—Marc Andreessen, general partner, Andreessen Horowitz "Khanna's scholarship and foresight are world-class. A must-read for the next president."—Chuck Hagel, former U.S. secretary of defense This title has complex layouts that may take longer to download.

Policy Implications of Virtual Work - Pamela Meil 2017-04-07

This collection presents an array of policy debates and implications emerging from virtual work. The authors cover a range of areas, including: conceptual debates, measuring virtual work; discourses and levels of policy

intervention; the role of the sharing and collaborative economy; and resultant challenges for organized labour, law and regulation. The authors of the chapters analyse the ways in which processes of digitalization leading to virtual work impact so many aspects of our lives: the way we buy, sell, network, communicate, participate, create, consume, and, of course, the way we work. In turn they focus on the subsequent implications for the future of work as well as the viability of existing social protection systems. The developments examined here are salient for both policy stakeholders and for the academic community in areas such as labour sociology, industrial relations, gender studies, political economy, and economic geography.

Reinventing the Company for the Digital Age - Francisco Gonzalez 2015-04-28

The seventh edition of Spanish banking group BBVA's annual series is dedicated to unveiling the new digital business models for twenty-first century companies. Esteemed experts from BBVA, "The Economist," Harvard University, Columbia Business School, Geoffrey Moore Consulting and more, contribute texts in accessible language.

Double Double - Cameron Herold 2011-03-10

A one hundred percent proven plan for one hundred percent growth.

Knowledge Work and Knowledge-intensive Firms - Mats Alvesson 2004

This book provides a critical understanding of some basic aspects of knowledge-intensive work and organizations. The author adopts a social constructivist approach and explores the management and analytical challenges of knowledge-intensive firms. It will be key reading for academics, researchers, and advanced students in organization studies, knowledge management, and innovation. - ; This book addresses the concept of knowledge, and its use in the contexts of work and organizations. It provides a critical understanding of current approaches to knowledge management, organization, and the 'knowl.

Optimize - Lee Odden 2012-04-17

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and

social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Raw Deal - Steven Hill 2015-10-20

A thought-provoking exposé that shows why the tech leaders' vision and their Ayn Rand brand of libertarianism is a dead end for U.S. workers, the middle class, and the national economy

A Prehistory of the Cloud - Tung-Hui Hu 2016-09-02

The militarized legacy of the digital cloud: how the cloud grew out of older network technologies and politics. We may imagine the digital cloud as placeless, mute, ethereal, and unmediated. Yet the reality of the cloud is embodied in thousands of massive data centers, any one of which can use as much electricity as a midsized town. Even all these data centers are only one small part of the cloud. Behind that cloud-shaped icon on our screens is a whole universe of technologies and cultural norms, all working to keep us from noticing their existence. In this book, Tung-Hui Hu examines the gap between the real and the virtual in our understanding of the cloud. Hu shows that the cloud grew out of such older networks as railroad tracks, sewer lines, and

television circuits. He describes key moments in the prehistory of the cloud, from the game "Spacewar" as exemplar of time-sharing computers to Cold War bunkers that were later reused as data centers. Countering the popular perception of a new "cloudlike" political power that is dispersed and immaterial, Hu argues that the cloud grafts digital technologies onto older ways of exerting power over a population. But because we invest the cloud with cultural fantasies about security and participation, we fail to recognize its militarized origins and ideology. Moving between the materiality of the technology itself and its cultural rhetoric, Hu's account offers a set of new tools for rethinking the contemporary digital environment.

Platform Capitalism - Nick Srnicek 2017-05-23

What unites Google and Facebook, Apple and Microsoft, Siemens and GE, Uber and Airbnb? Across a wide range of sectors, these firms are transforming themselves into platforms: businesses that provide the hardware and software foundation for others to operate on. This transformation signals a major shift in how capitalist firms operate and how they interact with the rest of the economy: the emergence of platform capitalism. This book critically examines these new business forms, tracing their genesis from the long downturn of the 1970s to the boom and bust of the 1990s and the aftershocks of the 2008 crisis. It shows how the fundamental foundations of the economy are rapidly being carved up among a small number of monopolistic platforms, and how the platform introduces new tendencies within capitalism that pose significant challenges to any vision of a post-capitalist future. This book will be essential reading for anyone who wants to understand how the most powerful tech companies of our time are transforming the global economy."

THE IMPACT OF THE DIGITAL WORLD ON MANAGEMENT AND MARKETING - Grzegorz Mazurek 2016-08-31

The book aims to give an insight into the multifacetedness of changes the Internet - referred to here as the digital world - triggers in both theory and practice of marketing and management. The book has been divided into 5 subject areas, i.e. management, strategy, communications, brand, and consumer, all of which act as the main themes of subsequent

chapters.

Become a Successful Virtual Assistant - Melissa Smith 2018-01-22

Are you ready to change your life and your lifestyle by becoming a virtual assistant? You might have seen ads or heard of someone who was working as a VA and wondered if you could do the same. You can! I wrote this book to teach you all you need to know to start your own VA business. By sharing my own experiences and insights, you will save months or even years trying to figure everything out on your own! I first became a virtual assistant while working remotely for my employer. After only a few months of being a VA, my employer sent out new contracts for the year. I had to make a decision then for the upcoming year. Suddenly my lifelong philosophy of "I will never own my own business" didn't seem like such a bad idea. If I could do what I was doing for my employer, couldn't I do it for myself? With little thought, no business plan, no knowledge of how to run a business, and-crazy enough-no fear, I sent the contract back to my employer-unsigned. I told my employer I felt this was my opportunity, and I had to take it. It was now or never. He understood and was supportive. I finished out my contract and then I was officially on my own. There was one big problem. Where do I find my clients? The question virtual assistants ask the most, second only to "How do I get rid of this client?" Sadly, not all VAs make it through the first year and some are never able to do more than keep it as a side gig ultimately working two jobs. Throughout this book I will answer the most asked questions, including the questions you don't know you need to ask. I will take you from where you are now to owning a successful virtual assistant business in the least amount of time, spending the least amount of money, and get you to your first client quickly. You'll learn how to grow, scale, and reach elite VA status generating income through several different sources all without being chained to a desk. I never had a problem getting a job in my life. Somehow I thought gaining clients would be as simple. I would prove myself wrong. That one problem led to so many others questions that I couldn't answer. And I quickly realized no one could help me. All the mentors, coaches, and guides didn't understand where I was coming

from. They had never been an administrative professional. They were not familiar with the mindset of an admin, so they didn't know how to transition my skills to the virtual assistance world. Through trial and error, I learned to weave business principles into the mindset and service-based world of virtual assistance. I figured out how to do what I do best, how to get paid what I'm worth, and how to enjoy the life of being a business owner. I ditched the traditional 9 to 5 job and made my own rules. Being a VA isn't simply about doing the work of an assistant; it is understanding the business side of business. Consider this book your roadmap. I wish someone had given me one! This roadmap will provide you a foundation on which to build your VA business. You will be able to take the principles and guides in this book and personalize them to your own business. While the process won't be linear, each step will reveal another opportunity. I'll share what others won't tell you. They can't. They don't know. I have the unique perspective of matching clients with VAs and consulting others, answering all their questions, listening to what they are looking for and what makes a good virtual assistant. Any VA can make the minimum. You'll learn how to get the premium clients, how to work with the best of the best. Ultimately, you'll be able to live out your wildest dreams. BUY THE BOOK NOW! I've even included a complimentary workbook to help you through the steps. Don't wait another moment. Let's get started now!

Digital Entrepreneurship in Africa - Nicolas Friederici 2020-07-28

The hope and hype about African digital entrepreneurship, contrasted with the reality on the ground in local ecosystems. In recent years, Africa has seen a digital entrepreneurship boom, with hundreds of millions of dollars poured into tech cities, entrepreneurship trainings, coworking spaces, innovation prizes, and investment funds. Politicians and technologists have offered Silicon Valley-influenced narratives of boundless opportunity and exponential growth, in which internet-enabled entrepreneurship allows Africa to "leapfrog" developmental stages to take a leading role in the digital revolution. This book contrasts these aspirations with empirical research about what is actually happening on the ground. The authors

find that although the digital revolution has empowered local entrepreneurs, it does not untether local economies from the continent's structural legacies.

The Cambridge Handbook of the Law of the Sharing Economy - John J. Infranca 2018-10-31

This Handbook grapples conceptually and practically with what the sharing economy - which includes entities ranging from large for-profit firms like Airbnb, Uber, Lyft, Taskrabbit, and Upwork to smaller, non-profit collaborative initiatives - means for law, and how law, in turn, is shaping critical aspects of the sharing economy. Featuring a diverse set of contributors from many academic disciplines and countries, the book compiles the most important, up-to-date research on the regulation of the sharing economy. The first part surveys the nature of the sharing economy, explores the central challenge of balancing innovation and regulatory concerns, and examines the institutions confronting these regulatory challenges, and the second part turns to a series of specific regulatory domains, including labor and employment law, consumer protection, tax, and civil rights. This groundbreaking work should be read by anyone interested in the dynamic relationship between law and the sharing economy.

The Suitcase Entrepreneur - Natalie Sisson 2017-09-05

Now in its third edition, *The Suitcase Entrepreneur* teaches readers how to package and sell their skills to earn enough money to be able to work and live anywhere, build a profitable online business, and live life on their own terms. With new material pertinent to today's business world, readers will receive the blueprint to create their ideal lifestyle and become their own digital nomad. After eight years of working in the soul-crushing bureaucracy of the corporate world, Natalie Sisson quit her high-paying job and moved to Canada, started a blog, and cofounded a technology company. In just eighteen months she learned how to build an online platform from scratch, and then left to start her own business—which involved visiting Argentina to eat empanadas, play Ultimate Frisbee, and launch her first digital product. After five years, she now runs a six-figure business from her laptop, while living out of a suitcase and

teaching entrepreneurs worldwide how to build a business and lifestyle they love. In *The Suitcase Entrepreneur* you'll learn how to establish your business online, reach a global audience, and build a virtual team to give you more free time, money, and independence. With

a new introduction, as well as updated resources and information, this practical guide uncovers the three key stages of creating a self-sufficient business and how to become a successful digital nomad and live life on your own terms.