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as both practitioners of personalisation and victims of it it is the person in personalisation that has been lost the titans of the personalisation industry have commercially defined what personalisation should be for us all without realising what it takes to make a relationship work a personal touch this book explores why and if it can change we learn about why we need to dismiss the personalisation perpetual hype stop reducing it down to a single tactic designed purely to make money instead we need to rebirth personalisation entirely and engage deeply with what it actually is what it supposed to be and what it means in the future for brands great and small maybe even yours this book is not like most marketing books overly inspirational redundant with revelation cold and charmless focusing on dry practicality with arbitrary models that no one can ironically use practically this is different personalisation spelled with an s is full of personality wonder drama heroes and villains and that all makes for a damn good story a fairy tale even that s how it is written the person in personalisation is an adventure that inspires action from promoting critical thinking with irreverent humour defeating personalisation dragons no really encouraging you the reader to take things back to basics not from telling you exactly what to do

this book offers a multidisciplinary look at the much debated concept of personalized medicine by combining a humanistic and a scientific approach the book builds up a multidimensional way to understand the limits and potentialities of a personalized approach in medicine and healthcare the book reflects on personalized medicine and complex diseases the relationship between personalized medicine and the new bio technologies personalized medicine and personalized nutrition and on some ethical political economic and social implications of personalized medicine this volume is of interest to researchers from several disciplines including philosophy bio medicine and the social sciences chapter 16 the impact of fantasy is available open access under a creative commons attribution 4 0 international license via link springer com

this book is one of the first to explore how chinese companies are feeling the impulse of emerging business trends and seizing opportunities brought by technology innovation it consists case studies of 7 chinese companies 3dmed wechat from tencent shanghai gm cp group alibaba autonavi and icbc each chinese company has its unique perspectives and different ways to make transformation and business model adjustments the book helps fill the gap between the global interest in innovate in china and the limited availability of cases on innovations in

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this book presents a practical framework for the application of big data cloud and pervasive and complex systems to sustainable solutions for urban environmental challenges it covers the technologies potential and possible and impact of big data on energy efficiency and the urban environment the book first introduces key aspects of big data cloud services pervasive computing and mobile technologies from a pragmatic design perspective including sample open source firmware cloud services mobile and embedded platforms interfaces operating system design methods networking and middleware are all considered the authors then explore in detail the framework design principles architecture and key components of developing energy systems to support sustainable urban environments the included case study provides a pathway to improve the eco efficiency of urban transport demonstrating how to design an energy efficient next generation urban navigation system by leveraging vast cloud data sets on user behavior ultimately this resource maps big data s pivotal intersection with rapid global urbanization along the path to a sustainable future

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