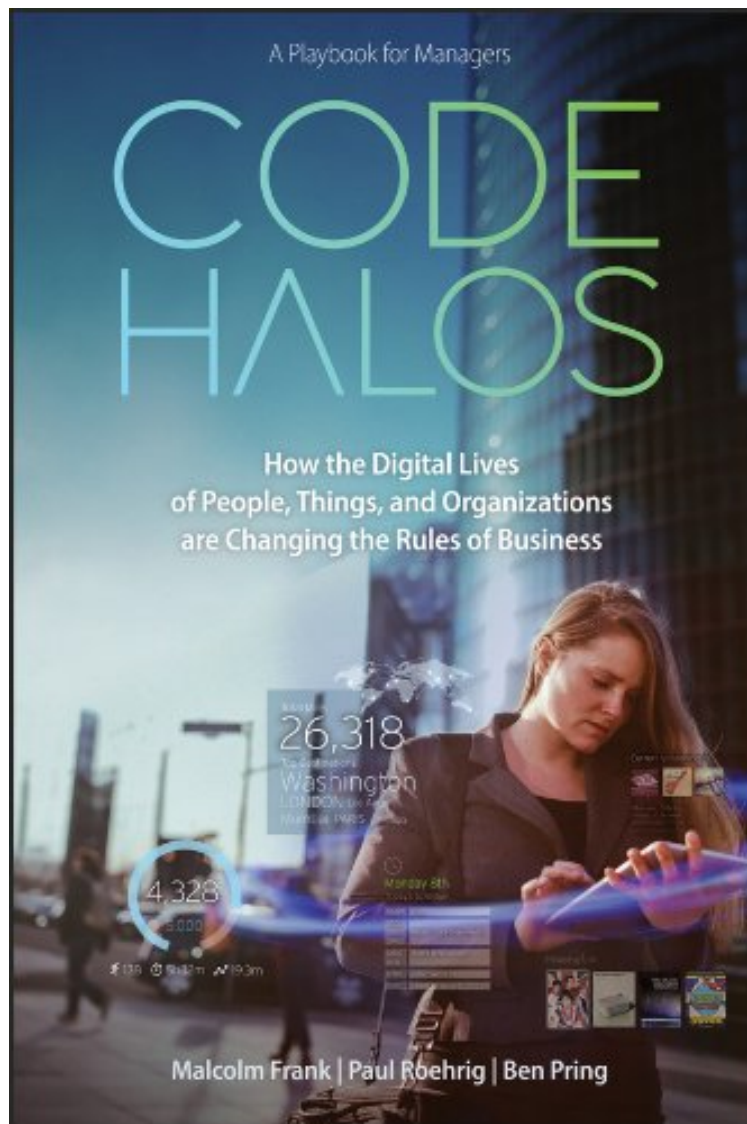


[Mobile ebook] Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business

## Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business

*Malcolm Frank, Paul Roehrig, Ben Pring*  
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**Malcolm Frank, Paul Roehrig, Ben Pring : Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business:

3 of 3 people found the following review helpful. Valuable Insights on an Evolving Business CompetencyBy Point of

I do visits with over 120 business and IT execs each year. The number one and two challenges mentioned are how to increase demand for their products and services as well as how to introduce new products and services that can allow their business to thrive, rather than just survive. Many pundits talk of mobility, big data and analytics, but fail to tie these to how to actually generate business demand. Code Halos describes how these evolving technologies can be used to increase business demand and deliver business benefit. The use of Code Halos or information personas is becoming an evolving competency to help with these demand challenges. The authors of Code Halos introduce the aspects of information personas and most critically identify those specific practical things that can be done to increase the material contribution of the information landscape. The authors are also realistic about managing the possible negative considerations.

0 of 0 people found the following review helpful. How-to cookbook for managers from consultants  
By Matti Makelin  
I would have given five and half stars if possible. This is a concise treatment of the complex emerging topic that is commonly called Internet of Everything. Halo allegory brings to my mind Roger Moore starring Simon Templar in the 1960s. Now, not only The Saint, but Everything ndash; people, places, things ndash; is going to have a Halo, a digital wrapper. The idea of ldquo;Knowco over Physcordquo; comes from the first Internet bubble of the late 1990s, but here this "old" story is well written with some new vocabulary. Halo is the new source of value, differentiation and competitive advantage, it is about how to win in business. The virtual identity of people is much richer than the physical appearance, the book uses the mind-reading metaphor for Big Data correlations. Of course, which is not mentioned, mistakes may also be Big. New customer acquisition is the target for startups, but for existing businesses it is customer and asset data and making sense from it. The book is written by three consultants from a big global firm as a practical how-to guide for business managers which makes the difference to Peter Thiel (targeting entrepreneurs and intrapreneurs by Zero to One) and Jeremy Rifkin (social and political vision of Zero Marginal Cost Society). In a very short time, one trillion \$ or euro; of value has migrated to Halo firms. Crossroads is the transient moment of no return when the value of the innovator exceeds the value of the incumbent in the jump to the next S-curve. The writers present the SMAC stack (Social Mobile Analytics Cloud) for Halo. Above this solid platform, booksquo;s method blurs the classic phases of strategy, planning and execution. I think the proper method is a challenge for slow-moving bureaucratic corporations which may think they are in safe because classic strategy books and gurus have told them so. Due to the mission and positioning of the book, there is maybe too little about customers vis-agrave;-vis the firm which is a common bias in strategy books. Customer value is mostly handled by discussing Give-to-Get, or how to tempt the customer to give information by getting something in return. So far, runaway success stories have migrated value to customers but at the same time they often tend to shrink businesses. Not only e-commerce, but sharing cars or homes or any resources, and new energy technologies, such as the already wide-spread use of connected heat pumps (in cold climates) and diesel cars have dramatically decreased energy consumption and demand where they are deployed. When approaching corporate management, a value proposition such as letsquo;s shrink your business by moving power to your customers is probably not a good perspective to start with. But many of the applications mentioned in the book are silently marching on without hype and under the radar and creating very concrete measurable benefits to customers. Some other examples resemble Michael Knight and KITT from the 1980s and may take a longer time. The Halo arena is fragmented not only vertically (by industries) but culturally and geographically. Some books U.S.-centric, but this one mentions that e.g. Germans have a different approach to privacy and trust than the U.S. Only time will tell if privacy is mostly a generational issue like the writers seem to think, or does the same delay happen as in driversrsquo; licenses or having a baby ndash; people change when they get older and start to value different things, even if their music tastes (the major case in the book) may remain the same as in their formative years.

0 of 0 people found the following review helpful. Best description of Digital Transformation I have seen  
By Goran Strangmark  
Best description of Digital Transformation I have seen. Convincing description of the business revolution that has just begun but will impact all businesses and all companies. Describes and justifies why the information associated to people, things and products is more important than the products themselves - particularly when Digital solutions connect them to each other. Demystifying what needs to go into digital solutions. Lots of good advice on how to restructure IT, how to run Digital projects. I would say this is a must read for every enterprise leader who wants to thrive in the Digital economy.

Harness "Code Halos" to gain competitive advantage in the digital era Amazon beating Borders, Netflix beating Blockbuster, Apple beating Kodak, and the rise of companies like Google, LinkedIn, and Pandora are not isolated or random events. Today's outliers in revenue growth and value creation are winning with a new set of rules. They are dominating by managing the information that surrounds people, organizations, processes, and productsmdash;what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos. This is far beyond ldquo;Big Datardquo; and analytics. Code Halos spark new commercial models that can dramatically flip market dominance from industry stalwarts to challengers. In this new book, the authors show leaders how digital innovators and traditional companies can build Code Halo solutions to drive success. The book: Examines the explosion of digital information that now surrounds us and describes the profound impact this is having on individuals, corporations, and societies; Shows how the Crossroads Model can help anticipate and navigate this market shift; Provides examples of traditional firms already

harnessing the power of Code Halos including GE's "Brilliant Machines," Disney's theme park "Magic Band," and Allstate's mobile devices and analytics that transform auto insurance. With reasoned insight, new data, real-world cases, and practical guidance, Code Halos shows seasoned executives, entrepreneurs, students, line-of-business owners, and technology leaders how to master the new rules of the Code Halo economy.

All in all, this is an easy read on an interesting topic it will help you to predict and prepare for changes in the way your company does business in the future (B2B Marketing, July 2014) From the Inside Flap It would be too easy to attribute the rise of Netflix and , along with the demise of Blockbuster and Borders, to the digital revolution. In Code Halos, Malcom Frank, Paul Roehrig, and Ben Pring paint a more complete picture. The minds behind Cognizant's Center for the Future of Work show how organizations can thrive in the coming years. How did Facebook beat MySpace? How did Google beat Yahoo!? And how can more traditional businesses ensure their own success in a time of massive market shifts? The answer: by harnessing the power of code. This book is an action-oriented framework for understanding and utilizing the blankets of code that surround every person, place, and thing. Every time someone likes, shares, reviews, purchases, comments on, or searches for a product, important information is generated. As people spend more and more time engaged with the online world, they create fields of data around and about them. These are Code Halos, and they are vital to success in a rapidly-digitizing world. Code Halos gives a name to the phenomenon that is transforming how people interact. Thanks to new technologies, it takes only a few seconds to get a complex view of the individuals we engage with. Where do they live? Where do they shop? Who are their friends? What is their taste in music, literature, or other entertainment? A few decades ago, businesses would have given almost anything to have this level of knowledge. Today, we can have it quickly and at next to no cost. The only remaining issue is how to tap the enormous potential value buried in Code Halos. This book provides the model for doing just that. This is more than just a Big Data story. This is about the next era of business. Anyone who thinks the data revolution is limited to IT or marketing is in for a real shock—and not the good kind. Companies such as Disney, GE, and Nike all recognize the potential of Code Halos, and traditional businesses in every industry would be wise to follow suit. The risk of not understanding Code Halos is growing every day, and examples like Blockbuster and Kodak show that this mistake is a one-way ticket to irrelevance. Managers everywhere are scrambling to understand the profound changes in the commercial landscape. So far, there is still no textbook solution, but Code Halos brings us one step closer to capturing the enormous opportunities that await us in this new age of business. From the Back Cover A Model for Understanding the Future of Business "Code Halos are to Systems of Engagement as databases are to Systems of Record. They are the fundamental underpinning upon which all else rests. To engage digitally one must see not only what users are doing but also the context in which they are doing it, a context made up of both their present state and their prior history. All this is contained in their Code Halo. Learning how halos work, and how you can make them work for you, is the business of this book, and it is the future of your business as well." —Geoffrey Moore, author, *Crossing the Chasm*, *Dealing with Darwin*, and *Escape Velocity* "Code Halos lays bare how companies create superior value and competitive advantage by orchestrating the interplay of the huge and ever-increasing amounts of data surrounding individuals and our environment. This is clear and proven advice on maximizing opportunities in our data-drenched world." —Don Tapscott, author of fourteen books, including *Macrowikinomics: New Solutions for a Connected Planet* (with Anthony D. Williams) "The authors make a convincing argument that the lifespan of your business is limited if you don't embrace data and analytics. Code Halos will be sported by virtually every successful company in the near future." —Thomas H. Davenport, President's Distinguished Professor, Babson College; Digital Fellow, MIT Center for Digital Business; coauthor of *Competing on Analytics* "Frank, Roehrig, and Pring have closely examined how today's most powerful companies have leveraged the data available to them to disrupt their markets, and they've identified the common elements to these success stories. By mapping the path traveled by industry leaders who have refocused their business models on data analytics, and with an eye toward risks as well as benefits, Code Halos shows companies how to thrive with innovations fueled by information technology." —Jonathan Zittrain, author of *The Future of the Internet* —And How to Stop It "CIOs have come to a decision crossroads, as recent CIO magazine research shows. Do they want the value of information technology to be primarily viewed as a 'cost center' or a 'business game changer'? Code Halos is a must-read, twenty-first century, peer-based business survival manifesto for chief information officers who opt to be business game changers." —Gary J. Beach, Publisher Emeritus, CIO magazine "Organizations in all sectors of the economy have undergone a profound digital transformation which has resulted in data-intensive ecosystems. Managing these ecosystems—and deriving value from them—requires new ways of thinking. Code Halos brings together the technological and business concepts required to gain advantage in a fast, moving world." —Ramayya Krishnan, Dean, Heinz College School of Information Systems and Management and School of Public Policy and Management, Carnegie Mellon University