

<<决胜未来>>

图书基本信息

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内容概要

《决胜未来》中详细描述了即将影响整个21世纪进程的发展趋势。这是一本在全球化趋势不断增强之势下，关于商务、发展速度、竞争、技术以及如何成功的书。作者论述了新型网络经济的商业模式，以及网络经济的以快致胜的特征。领先的厂商，在竞争中，将通过因特网为自己创建并运营新的商业网络，并借助网络优势，把对手远远抛在后面。本书为读者描述出一个令人激动的未来，通过因特网和信息门户网站，我们可以实时的进行信息处理和服务，从而使消费者获得更多的实惠，使商家获得更大的竞争力和利润。

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章节摘录

Of all business professionals , the financial trader is the closest to being purely event-driven. The trading floor is one of the most information-intensive environments in the world , and it was for the trader that we first developed real-time infrastructure software. The complex , integrated , value-added market information dancing across the video screen of the trader your broker looks to for instant order execution arrives at the trader's station via publish/subscribe technology. Your trader learns about every flicker in stock and bond prices as they're happening , and what those flickers mean. His or her Lightning-quick event-driven reaction to change is an excellent example of how instant information drives instant innovation. In fact , if the event-driven infrastructure can be said to have a single transformational goal for your company , it is to give every single employee the tools to become more trader-like-hyper-aware , entrepreneurial , fully informed about every shift and trend in the competitive environment. Several times I've mentioned "value-added information." In the event-driven infrastructure's earlier days , in the 1980s , we sought to create extra customer value by augmenting the simple reporting of fluctuations in stock prices by feeding those price change reports into application programs that used them to create wide-ranging analyses or automated trading decisions. These higher functions in turn created new data , which we instantaneously fed back into the network for other traders to use.

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