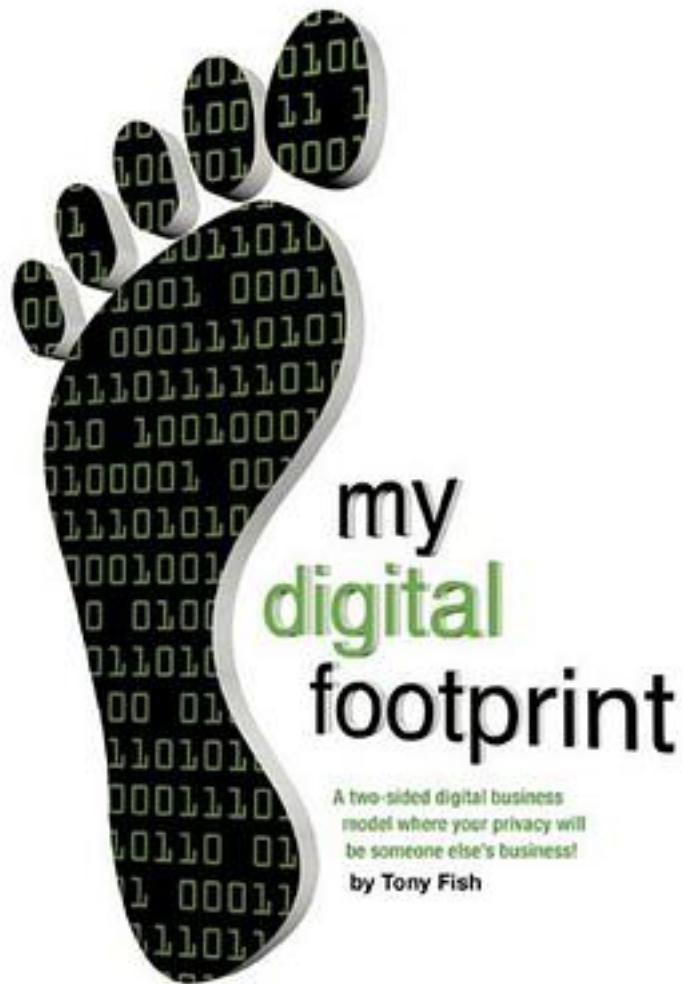


My Digital Footprint A two-sided digital business model where your privacy will be someone else's business!



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My Digital Footprint asks - Is privacy a two-sided digital business model where your privacy will be someone else's business? This book addresses the critical question of 'who owns the digital you'. The dark side of my digital footprint is big brother on steroids, no control, no trust, no privacy, no value. The enlightened view: 'consumers will have value in exchange for privacy as companies wrestle to control and own your data'. My Digital Footprint is about the digital data created from your interactions with electronic devices, such as mobile phones, web PCs and TVs. This data has significant value, when analysed and fed back, to create services with colour, focus and relevancy for you as a user, as well as to brands, who want to own your whole digital life experience. Digital footprint data is valuable and is the reason why the ownership of this data class is the Web's next battleground. The two central ideas which underpin value in My Digital Footprint are: the role of the mobile device in enriching the value of the data and the real-time feedback loop. The ability to get data out of or off a mobile device lends itself to the unique advantage a mobile device has. The book explores how the mobile device once prevailed for the consumption of content and has evolved to enable the capturing of data on what and how we consume and with whom. Like Marmite, some people like the idea of digital footprints and some do not, but, irrespective of personal preference, we all leave digital footprints behind us and they are about much more than just identity. Digital footprints are about where we have been, for how long, how often; with whom and the inter-relationships we formed in getting there. Digital footprints are memories and moments, they are not your personal identity, your passport, bank account or social security number.

作者介绍:

目录:

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