The Internet of Things Business Primer

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The Internet of Things Primer is your definitive source to understand how to build an IoT Business from a Technology idea. It covers how to strategically extend an existing business using Internet of Things and to create a new businesses. It offers a methodical discussion of challenges and best practices in building and launching IoT Applications including wearables, smart cities, connected cars, and Industrial IoT. This book is the first of its kind where a Product Manager or Entrepreneur can learn how to build the optimal Customer Experience for IoT Products across multi-device customer touch points. This book includes case studies from global businesses and entrepreneurs and Sudha Jamthe's futurist ideas about the evolution and Business disruptions from IoT impacting future jobs, Human Machine Interface and its immediate impact on Retail, Healthcare and Education. Sudha Jamthe's no-nonsense approach to IoT is refreshing, informative, and thorough. Read The Internet of Things Business Primer if you want to succeed in the IoT ecosystem. --Ben Parr, Author of Captivology and one of Inc.'s Top 10 IoT Experts There are times when gut feeling, a clear head and deep knowledge of your area of expertise are plenty to succeed. These times are quite different. You can have all of the above and still be baffled. That is why you are here reading this book by Sudha Jamthe. --Rob Van Kranenburg, Founder EU IoT Council

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