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Code Halos How The Digital

Every digital click, swipe, "like", buy, comment and search produces a unique virtual identity—something we call a Code Halo™. While Code Halos are important to each of us, they are becoming increasingly vital to the success of every business.

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Harness "Code Halos" to gain competitive advantage in the digital era. 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 products—what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos.

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Code Halo | Future of Work | Cognizant

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Code Halos: Key To Competitive Advantage in Digital Business

What are Code Halos? Paul points out that as well as our physical self, we all now have digital selves, too. Every digital interaction we have – be it at work or in our personal lives – acts as yet another brush stroke in the insanely detailed picture that is being painted of us in the cyber sphere.

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organization should have a Code Halo, and this book is going to explain how and why. While technology makes Code Halos possible, they transcend constructs like IT or Big Data or analytics. Code Halos make meaningful connections between people, organizations, and devices in a business context. Extracting meaning from Code Halos—and

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