

Contents

PART I: REAL WORLD AWARENESS IN BUSINESS	1
1. BUSINESS NAVIGATION AND REAL WORLD AWARENESS	3
2. HOW REAL WORLD AWARENESS WILL CHANGE YOUR BUSINESS	23
3. THE TECHNOLOGIES OF REAL WORLD AWARENESS	55
4. BUSINESS PROCESS DESIGN AND OPTIMIZATION	113
5. IMPLEMENTING REAL WORLD AWARENESS	153
6. PEOPLE, PRIVACY, POLITICS	171

PART II: EXPERTS IN REAL WORLD AWARENESS	191
7. MASTERING THE LEGAL CHALLENGES	193
8. THE IMPACT OF RFID ON SUPPLY CHAIN EFFICIENCY	209
9. EXPLODING EDGES AND POTENTIAL FOR DISRUPTION	221
10. THE X INTERNET UNLEASHES REAL WORLD AWARENESS SERVICES REVOLUTION	239
INDEX	253