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The soon-to-be-published Code Halos aims to inspire business leaders to rewire company processes to leverage the true power of new technologies (social, mobile, analytics and Cloud - 'the SMAC Stack') and its consumer data, which the authors argue is where future market value lies. This ever-growing mass of data is already out there, floating around in cyberspace, but businesses are really struggling to unlock it.

### What are Code Halos and how are they improving the ...

Code Halos: How the Digital Lives of People, Things, and Organizations Are Changing the Rules of Business MP3 CD - Audiobook, 30 June 2015 by Malcolm Frank (Author)

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## **HALOS DIGITAL - Phanteks**

No. According to Malcolm Frank, Paul Roehrig, and Ben Pring, "A Code Halo is the field of digital information that surrounds any noun - any person, place, or thing. More often than not, that virtual self can provide more insight into - and thus generate more value from - the physical entity alone."

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