**NEW ERA OF COOPERATION ACROSS THE GLOBE**

* **What is “Internet of Things”?**
* **What are its possible advantages?**
* **What do I need to know about it and why?**
* **Why is it so important to know about it now?**
* **What sectors of society will be affected by “IoT”?**
* **What preparations do I need to do to benefit from it?**
* **What is the worst-case scenario if I decide not to adapt?**

“INTERNET OF THINGS” OR “IoT”, as it is gaining popularity, can clearly be seen as the most powerful medium to bring global industries into a cooperative environment where innovations, investment, ancillary products fulfillment as well as all associated services can be met by far off units, all working in tandem.

The focus of this book is on both 'Communication' as well as 'Empowerment'. You will find in here live examples of the growth of mediums of communication as well as growing availability of ways and means in the hands of the common man/woman to gather necessary information to take balanced decisions.

In this book you will also find lots of examples like the one where a small company from a developing country comes out of the blue and takes on one of the biggest industrial giants in its own game. The time has passed for MNCs to sit on their laurels and take consumers for granted.

Examples galore of large corporations getting taken over by much smaller but innovative enterprises or giving them a run for their money. Nokia is one example that has been totally wiped out from the Cell Phone Manufacturing scene after taking a lead role in the beginning. Even Blackberry, one of the most promising Smart Phone makers that used to pride on its security and privacy features got beaten at its own game by Apple first and Android Phones after.

Proliferation of Internet opened up yet unforeseen avenues for businesses across the developing world. On the one hand MNCs found great opportunities to go out and capture immense consumer base available to anyone willing to create awareness of its products and meet consumer needs.

What has truly changed with “IoT” is much more worthy of introspection, analysis, understanding as well as appreciation. This quickly evolving ecosystem has created immense opportunities for one and all to take the baton and run to ever higher goals. Young students have found a great new field to explore career opportunities, small businesses are looking up to ever wider product range and to streamline their own operations to generate growth. Industries around the world are preparing to explore collaboration wherever possible while investors are equally keen to invest in small manufacturers with niche products and immense potential for expansion.

Technology driven enterprise is at the forefront of this growth and stands to gain the most no matter where it is located. Time has come now for the hidden treasures to be uncovered. Individuals with imaginative product design and application possibilities are much in demand and shall remain so in the wider scope of things.

Manufacturer of heavy machinery located in Dayton, Ohio can keep a tab on the machines supplied to an industry in Chittagong, Bangladesh and keep its buyer informed of any impending service, repair or maintenance issues with zero delay, ever before the machine operator gets to sense any trouble. Spare parts could be arranged along with the tech personnel at the nick of time so production does not suffer.

A Cairo, Egypt based inventor of a unique anti-theft device that can continue to monitor, in real time, any movement of stolen property through basements, steel containers, even in the bottom of a ship on the high seas, with little means to bring the final product to market has the market open for his creation to not only see the light of day but also give it market-ready shape and look with right to earn royalties in perpetuity.

The real investor behind realization of his dream could be sitting somewhere thousands of miles away and the two of them may never meet with each other in person yet a strong alliance can be built for mutual benefit and growth. He might even bring some market sensitive modifications to the final product and help the inventor with patent protection. Actual production of the device could take place in another country whereas the world becomes his oyster in terms of market penetration that this gentleman could never even imagine possible.

There are hundreds of thousands of creative individuals working on different outstandingly powerful products, designs, software and systems that have the potential to bring more massive changes to the society at large. However, it is the need of the hour that makes huge difference in tinkerers’ thinking and creativity to build more robust systems for both mass appeal, smooth flow of information and data security while addressing privacy concerns at the same time.

As if the above is not enough, we can also look forward to ever stronger cooperation between governments to help and support industrial growth far and wide. Governments happen to be amongst the biggest buyers of goods and services in any country. It is in their own interest to do their product sourcing from the most reliable, economical as well as capable suppliers anywhere in the world. In specified industries where sourcing of domestic products is obligatory, the overseas manufacturers can see the value of large scale business opportunity and set-up production units in the customer country, paving way for deeper cooperation.

 “IoT” is poised to take a lead role in creating awareness for real-time information, analysis, reporting and action so that downtime in all aspects of our life is minimized as far as possible. The element of competition between industries, personnel, economies and countries is on the wane and urgency for constant and consistent cooperation is gradually becoming the survival ‘mantra’. The shrinking distance between buyer and seller is opening up opportunities not only for faster means of communication alone but also for travel, logistics and mutual appreciation. It is this sense of growing mutual appreciation that is helping build bonds of mutual trust and inter-dependence.

Looking at the above scenario with a magnifying glass you will find a sense of community feeling across oceans and continents that goes towards building bridges for continued growth.

Need I say more to bring home the point of Global Cooperation, I don’t think so!

As always, it shall be an honour and a privilege for me to hear from you, my most valued readers, a few words that could convey your questions, concerns, suggestions and/or ideas for further exploration. Meanwhile, please feel free to avail of my FREE Monthly Webinar on the subject of ‘Internet of Things’ that explores the subject further. Please drop me a line at: achiever101@me.com