**Weblinks**

Access links selected by the author to broaden your understanding of the topics covered in each chapter

**Web Link 1.1:** [Eltoria](http://www.eltoria.com/%22%20%5Ct%20%22_blank)

**Description:**Example of an influencer’s blog and how the different options are packaged

**Web Link 1.2:** [Application of digital disruption across industry sectors](http://www.bain.com/bainweb/media/interactive/disruption)

**Description:**Interactive tool that shows how companies are using digital to change the way their businesses and operations are run

**Web Link 1.3:** [Digital tool online reputation management](https://forget.me/)

**Description:**The right to be forgotten has created several new businesses including online personal reputation management tools including this website which includes that latest statistics on privacy across Europe. (Can view and see services, but to access involves a charge.)

**Web Link 1.4:**[Discover more on search engines EU privacy removal process in Google](https://is.gd/righttobe)

**Description:**To discover how the process works, explore the search engines request forms for removal of content

**Web Link 1.5:**[Discover more on search engines EU privacy removal process in Bing](https://www.bing.com/webmaster/tools/eu-privacy-request)

**Description:** To discover how the process works, explore the search engines request forms for removal of content

**Web Link 1.6:** [Blockchain support centre](https://support.blockchain.com/)

**Description:**More details about Blockchain and how it works

**Web Link 1.7:** [Industrial Internet Consortium](http://www.iiconsortium.org/)

**Description:**The Industrial Internet Consortium which has published reports on how business can use the internet of things