



Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things

By Joe Weinman, Fred Wiersema

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things, Joe Weinman, Fred Wiersema, Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, and Uber, established firms such as Burberry, GE, Nike, and Procter & Gamble, and lesser-known innovators such as Alvio, Fruition Sciences, Opower, and Quirky. Companies can develop a competitive edge through four digital disciplines information excellence, solution leadership, collective intimacy, and accelerated innovation that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline...

Reviews

Extremely helpful for all class of people. It is probably the most incredible ebook i actually have go through. I discovered this publication from my dad and i recommended this ebook to discover.

-- Victoria Hickle PhD

A top quality publication and also the font employed was interesting to learn. It is really simplistic but excitement within the fifty percent from the book. Its been designed in an remarkably basic way in fact it is only following i finished reading this pdf where in fact changed me, modify the way i believe.

-- Rachel Stiedemann

Other PDFs



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



It's a Little Baby (Main Market Ed.)

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia Donaldson and Rebecca Cobb, the creators of...



hc] not to hurt the child's eyes the green read: big fairy 2 [New Genuine(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2008-01-01 Pages: 95 Publisher: Jilin Art Shop Books all new book of genuine special spot any shortages will...



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12,...



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...



David & Goliath Padded Board Book & CD (Let's Share a Story)

Shiloh Kidz. BOARD BOOK. Book Condition: New. 1630587842 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!!EXPEDITED SHIPPING AVAILABLE.