

Leading Digital Turning Technology Into Business Transformation
George Westerman

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Leading Digital Turning Technology Into

Leading Digital provides comprehensive, fact-based insights into how multinational companies can leverage digital technology to transform their businesses performance. In thisbook, the authors provide not only the inspiration, but the practical guidance required for CEOs to successfully navigate this complex transformation.

Leading Digital | Turning technology into business ...

Leading Digital is about setting and executing strategy of "going digital" or using new technology and innovation in customer engagement, internal processes optimization. The books lists some random examples of companies that according to the authors are "Digital Masters" - companies leading both in digital capabilities and leadership ...

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Become a Digital Master—No Matter What Business You’re In If you think the phrase “going digital” is only relevant for industries like tech, media, and entertainment—think again ... - Selection from Leading Digital: Turning Technology into Business Transformation [Book]

Leading Digital: Turning Technology into Business ...

Leading Digital - Turning Technology into business transformation. ... Leading Digital makes the provocative argument that the next imminent phase of digital technology adoption - driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices - will make everything that's happened so far look like a ...

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Become a Digital Master--No Matter What Business You're In If you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment--think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it--including your industry.

Leading Digital: Turning Technology Into Business ...

Leading Digital (Turning Technology into Business Transformation) by George Westerman, Didier Bonnet and Andrew McAfee (Harvard Business Review Press). A ripping yarn summarised by Neil Rainey. INSIDE THIS SUMMARY: Summary of the Summary 1 Why Bother with Digital? 2 Build your Digital Capabilities. 3 Build your Leadership capabilities. 4 How to implement Digital Transformation Summary [...]

Leading Digital (Turning Technology into Business ...

The answers to these questions can be found in an insightful book, “Leading Digital- Turning technology into business transformation” by George Westerman, Andrew McAfee of MIT and Didier Bonnet of Capgemini. The book draws heavily from some in-depth research done over a long period of time and covering hundreds of

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Leading digital summary 1. Some Impressionistic takes from the book of George Westerman, Didier Bonnet & Andrew McAfee "Leading Digital " (Turning Technology into Business Transformation") by Ramki ramaddster@gmail.com 2. About the Authors George Westerman is a research scientist with the MIT Initiative on the Digital Economy, focusing ...

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Create a shared transformative vision of the digital future Engage employees at scale to make vision a reality Fuse IT & business communities to build digital skills & transform technology platforms Establish strong digital governance to steer the course The How: Leadership Capabilities Is What Turns Digital Investments Into Digital Advantage ...

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Leading Digital: Turning Technology into Business Transformation

Leading Digital: Turning Technology Into Business Transformation The next imminent phase of digital transformation – driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices – will make everything that's happened so far seem like a prelude.

George Westerman

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About the book | Leading Digital

Buy Leading Digital: Turning Technology into Business Transformation by George Westerman, Didier Bonnet, Andrew McAfee (ISBN: 9781625272478) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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