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Digital Transformation Playbook

By David L. Rogers

Columbia Univers. Press Mai 2016, 2016. Buch. Book Condition: Neu. 236x154x30 mm. Neuware - The fast-moving digital environment has been disorienting for traditional businesses, and many may not even realize their strategies are outdated. If managed correctly, lagging businesses can transition by harnessing the power of the digital age to create new value for customers and outperform their competitors. Drawing on years of experience as an educator, researcher, and consultant, David L. Rogers identifies five key rules-and provides practical, hands-on tools-that will help businesses of all sizes adapt, innovate, and maximize value creation. Rogers shows that, rather than being 'disrupted' by digital business models, any business can learn the rules of today's leading digital enterprises. This playbook is all business leaders need to create and pursue a digital plan that works. 278 pp. Englisch.



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