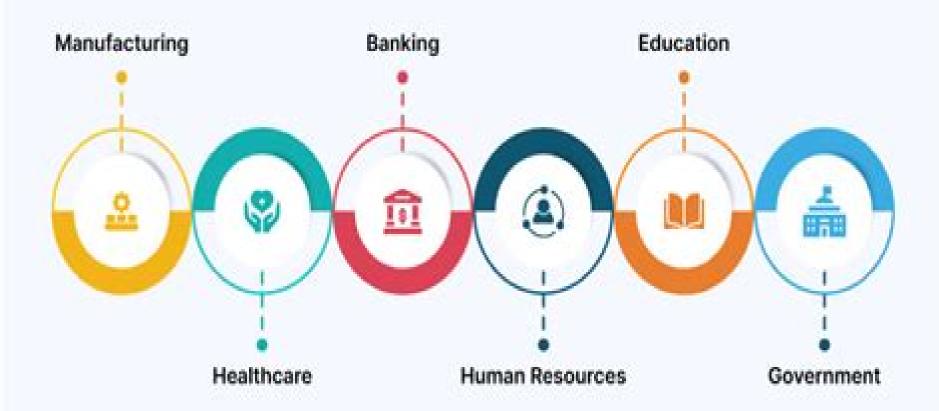
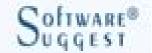
Benefits of Digital Transformation to Your Business







How Digital Is Your Business

Daniel R. A. Schallmo, Christopher A. Williams

How Digital Is Your Business:

The Digital Transformation Playbook David L. Rogers, 2016-04-05 Rethink your business for the digital age Every business begun before the Internet now faces the same challenge How to transform to compete in a digital economy Globally recognized digital expert David L Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking Based on Rogers s decade of research and teaching at Columbia Business School and his consulting for businesses around the world The Digital Transformation Playbook shows how pre digital era companies can reinvigorate their game plans and capture the new opportunities of the digital world Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy customers competition data innovation and value He reveals how to harness customer networks platforms big data rapid experimentation and disruptive business models and how to integrate these into your existing business and organization Rogers illustrates every strategy in this playbook with real world case studies from Google to GE from Airbnb to the New York Times With practical frameworks and nine step by step planning tools he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage Many books offer advice for digital start ups but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth How Digital Is Your Business? Adrian J. Slywotzky, David Morrison, Karl Weber, 2001-01-18 The biggest most important issue in business today becoming digital touches not only traditional enterprises but the most avant garde of Internet companies as well Old economy companies must take steps to avoid becoming victims of capitalism's creative destruction the unofficial system that flushes out the old to make way for the new For dot com companies the question is whether or not they are flash in the pan businesses with no long term prospects of profitability and customer loyalty Most of the early efforts to answer the question How digital is your business have been shrouded in techno speak a veritable Tower of Babel unconnected with the real needs of business Slywotzky and Morrison show first of all that becoming digital is not about any of the following having a great Web site setting up a separate e business having next generation software or wiring your workforce What they so creatively demonstrate is that a digital business is one whose strategic options have been transformed and significantly broadened by the use of digital technologies A digital business has strategic differentiation a business model that creates and captures profits in new ways and develops powerful new value propositions for customers and talent Above all a digital business is one that is unique How Digital Is Your Business is a groundbreaking book with universal appeal for everyone in the business world It offers Profiles of the future the in depth story of the digital pioneers Dell Computer Charles Schwab Cisco Systems Cemex Insight into how to change a traditional enterprise into a digital business the stories of GE and IBM An analysis of the profitable dot coms AOL Yahoo and eBay While How Digital Is Your Business has great stories and case studies its most

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