

# Leading Digital Strategy: Driving Business Growth Through Effective E-commerce

*Christopher Bones, James Hammersley*

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**Christopher Bones, James Hammersley : Leading Digital Strategy: Driving Business Growth Through Effective E-commerce** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leading Digital Strategy: Driving Business Growth Through Effective E-commerce:

1 of 1 people found the following review helpful. Everything You Need to Optimize Growth Through E-commerce By Phil Buckley Online selling of goods and services (e-commerce) is a sustainable source of growth in today's digitally-driven world. Leading Digital Strategy provides a thorough, comprehensive, and practical roadmap for

optimizing customer engagement and sales through this channel. Bones and Hammersley provide experience-based guidance for all key aspects of digital channel optimization to attract, engage and retain customers through an e-commerce website: strategic purpose, business model, operating model, customer attraction, customer engagement and retention, organisation (metrics, culture, structure, capabilities) and leadership. *Leading Digital Strategy* is an engaging read. It is well-researched and generously enhanced with insights and experiences from their extensive and diverse client assignments. Themes of customer-centric design, change agility, simplicity, cross-functional engagement, commercial measurement and 'test and learn' optimization are well demonstrated. Two features I found very helpful are located at the end of each chapter: killer questions and leadership agenda. The former are questions that identify sources of optimization and the latter provides leadership actions to realize these opportunities (that can lead to growth). Although the authors' experience is mostly with medium to large-sized organisations, I can see small businesses equally benefiting from these resources. In fact, I am redesigning my business website following the Good Growth methodology. Once I finished reading *Leading Digital Strategy*, I reviewed it again to capture the extensive notes I had made. This is a sign of a must-have book to drive performance. *Leading Digital Strategy* is the must-have resource to optimize your e-commerce channel for greater customer insight and growth. Buying it is the first step to realizing these benefits.

For a business to thrive competitively in today's marketplace, it needs to have an effective e-commerce channel. Getting it right opens up new markets and opportunities; getting it wrong leads to declining revenues and profitability. To ensure effectiveness, business leaders and decision-makers must understand how e-commerce channels work to make the best strategic choices for their business. Drawing on experience in consulting to large complex organisations and ground-breaking primary research with senior executives from leading corporations, *Leading Digital Strategy* creates a convincing case for action and offers practical strategies, methodologies and models to improve the effectiveness of a company's online offering. It explores how to align organizational structure with wider goals and implement a customer-centric culture. With coverage of the key digital trends, tools and technologies affecting business today, it provides a practical framework for multi-channel success. This book challenges leaders to become as fluent and creative in digital as they are in finance, sales and marketing, and equips them to choose the right strategy and the right people to make it happen. With strategies for improved operational performance and enhanced engagement from senior management, *Leading Digital Strategy* gives readers the power to drive forward effective digital initiatives and realize rewarding opportunities for change.

"This is for the executive who sees the opportunity in digital but who is frustrated or daunted by the practicalities of execution. *Leading Digital Strategy* provides us with a response, refreshingly framed in terms of the fundamental management and leadership disciplines required. It is a confidence-inspiring guide that reminds us that it is not technology, but established business best practice that drives success in the digital world. I wish I had read a copy three years ago." (Alan South, former CEO IDEO Europe) "Wake up and smell the differences in the digital world we now find ourselves in! Chris and James very successfully educate, challenge and stimulate smart thinking and practical actions. In particular, the excellent 'killer questions' poke the reader into a thorough assessment of their business."