

[E-BOOK] Leading Digital: Turning Technology into Business Transformation

Leading Digital: Turning Technology into Business Transformation

George Westerman, Didier Bonnet, Andrew McAfee
audiobook / *ebooks / Download PDF / ePub / DOC



#55241 in eBooks 2014-09-23 2014-09-23 File Name: B00NE6MG0Y | File size: 45.Mb

George Westerman, Didier Bonnet, Andrew McAfee : Leading Digital: Turning Technology into Business Transformation before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading Digital: Turning Technology into Business Transformation:

1 of 1 people found the following review helpful. Excellent guidebook for business and IT execsBy Leif C. UlstrupThis is an excellent guidebook for business leaders who want to embrace the possibilities of emerging digital technologies and need help getting started, making sure things remain on track for success, and want to sustain the momentum they have created. Both organizational leadership ability and mastery of IT are essential ingredients.

Neither alone is sufficient on its own to become a "digital master". A transformative vision of one's business using the potential for new waves of IT and consensus amongst the team at the top (including the person appointed to lead the technology dimension) are the starting point according to the authors. The authors tackle the potential of new digital technologies to transform the customer experience, operations, and enable new lines of business (aka business models in their terminology). A good read and useful guide for both technical leaders and the business executives they need to partner with. Highly recommended. 1 of 1 people found the following review helpful. Core business transformation. By CustomerGreat book on digital transformation. Most books on the topic spend their time on the social aspects of the transformation. Leading Digital covers the main aspects: customer engagement, operational efficiency, and business model. In analyzing firms successful in their transformation, the authors specifically focussed on companies based outside the Valley with revenues \$400M. These firms had successful, long-term businesses that they need transition. Well researched with many insights. 2 of 2 people found the following review helpful. Need to know how to move your organisation into the Digital Age? By MicroGlyphics A very good book for any executive who doesn't quite understand the benefits of Digital or how to pull the trigger to make it happen. It is targeted at C-suite and VP-level people, but even if you are not there, it may still help you to sell the story up into your organisation. Many anecdotes, but the primary focus of this book is to provide you with a framework to assess where you are in your Digital maturity with some ideas to progress further.

Become a Digital Master No Matter What Business Yours; 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. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In Leading Digital, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries from finance to manufacturing to pharmaceuticals are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, yours; ll learn: How to engage better with your customers How to digitally enhance operations How to create a digital vision How to govern your digital activities The book also includes an extensive step-by-step transformation playbook for leaders to follow. Leading Digital is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

This is not simply a book for digital-only companies, but rather a book for all companies who want to learn to amplify revenue figures via digital channels. 800 CEO READ ADVANCE PRAISE for Leading Digital: Pete Blackshaw, Global Head of Digital and Social Media, Nestle; Successful transformation of your organization to digital doesn't just happen you need to lead it. Leading Digital shows the key elements and processes that have made Digital Masters out of companies around the globe, in many different industries, not just high-tech. A must-read. Michael Tushman, professor, Harvard Business School; coauthor, Winning Through Innovation The days when senior executives could delegate technology issues to their technology people are over. Digital leadership capability is essential to thriving in a world of fast-changing technologies. Westerman, Bonnet, and McAfee provide a clear and readable guidebook to help any leader or manager play an effective role in turning technology challenges into transformation opportunities, both now and in the future. Joe Tucci, Chairman and CEO, EMC Corp. To stay relevant in this new, always-connected digital universe, businesses in virtually every industry are reinventing their business models for unprecedented customer access, interaction, speed, and scale. Leading Digital shows how transformative companies are navigating this disruptive era successfully and why others are falling behind. Pierre Pringuet, Vice Chairman of the Board and CEO, Pernod Ricard Leading Digital provides comprehensive, fact-based insights into how multinational companies can leverage digital technology to transform their businesses; performance. In this book, the authors provide not only the inspiration, but also the practical guidance required for CEOs to successfully navigate this complex transformation. Erik Brynjolfsson, professor, MIT Sloan School; Director, MIT Initiative on the Digital Economy; and coauthor, The Second Machine Age Technologies whether based on stone, steel, or software are tools. They deliver results only when wielded effectively. Westerman, Bonnet, and McAfee's careful and insightful research reveals the patterns common to the most effective leaders of the digital revolution and shows how they are using digital technologies to deliver impressive results. Charlene Li, founder and CEO, Altimeter Group; author, Open Leadership; and coauthor, Groundswell Digital is no longer the responsibility of a few tech-savvy executives in the age of digital customers, it needs to be the responsibility of every leader in the organization. Leading Digital provides a blueprint for digital transformation.