

leading digital turning technology pdf

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

4 LEADING DIGITAL We focused on big companies, in industries from finance to manufacturing to pharmaceuticals. These companies power much of the economy, but are rarely mentioned in the technology news. Not all of them are Digital Masters, but still, many are doing amazing things with technology.

ARE YOU READY? - Leading Digital | Turning technology into

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

Digital mastery can be achieved in one or more forms of business model reinvention driven by digital technology. For example, reinventing industries, substituting better products or services, creating new digital businesses, reconfiguring value delivery models, and rethinking value propositions.

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Digital Masters generate more revenues from their assets. The key insight from the book is that Digital Masters surpass their peers on two critical dimensions: o Digital capabilities- The what of technology. Digital Masters know how to use technology to get closer to customers, empower their employees and transform internal processes.

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