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“Leading Digital provides comprehensive, fact-based insights into how multinational companies can leverage digital

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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."

Amazon.com: Leading Digital: Turning Technology into ...

Leading Digital is about setting and executing strategy of "going digital" or using new technology and innovation in customer engagement, internal processes optimization. The books lists some random examples of companies that according to the authors are "Digital Masters" - companies leading both in digital capabilities and leadership ...

Leading Digital: Turning Technology into Business ...

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book, the authors provide not only the inspiration, but also the practical guidance required for CEOs to successfully navigate this complex transformation.”

Amazon.com: Leading Digital: Turning Technology into ...

Leading Digital: Turning Technology Into Business Transformation. George Westerman, Didier Bonnet, Andrew McAfee. Harvard Business Press, 2014 - Business & Economics - 292 pages. 0 Reviews. Become a Digital Master--No Matter What Business You're In

Leading Digital: Turning Technology Into Business ...

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...

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Leading Digital: Turning Technology into Business ...

Chief Digital Officer (CDO) – turns the technology cacophony into a Symphony! This role creates a digital vision, paints a picture for the organisation of digital possibilities and coordinates digital activities. This can be a temporary or permanent role. Digital Liaisons – are champions who can drive the digital initiatives at local level. They steer the transformation at local level often working in to a CDO.

An Executive Summary: Leading Digital by George Westerman ...

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Leading digital summary 1. Some Impressionistic takes from the book of George Westerman, Didier Bonnet & Andrew McAfee "Leading Digital " (Turning Technology into Business Transformation") by Ramki ramaddster@gmail.com 2.

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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."

Leading Digital: Amazon.co.uk: Westerman, George, Bonnet ...

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.

Leading Digital: Turning Technology into Business ...

George Westerman discusses concepts introduced in his book on "Turning Technology into Business Transformation." He offers

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guidance through the context of five critical success factors ...

Leading Digital: Turning Technology into Business Transformation - George Westerman, MIT

“Whatever approach you choose, you need to create appropriate levels of digital technology synergy, brand integration, investment coordination, skill development, vendor management, and innovation over the long term.” — George Westerman, *Leading Digital: Turning Technology into Business Transformation*

Leading Digital Quotes by George Westerman

He is coauthor of a new recent book, *Leading Digital: Turning Technology Into Business Transformation*. George regularly conducts keynote presentations and senior executive workshops with companies around the world. Prior to earning a Doctorate from Harvard Business School, George gained more than 13

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years of experience in product development ...

George F Westerman | MIT Sloan

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Leading Digital: Turning Technology into Business ...

“ *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.”

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Leading Digital: Turning Technology into Business ...

Leading Digital makes the provocative argument that the next imminent phase of digital technology adoption - driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices - will make everything that's happened so far look like a prelude.

Leading Digital : Turning Technology into Business ...

Turning technology into business transformation Let us first watch Didier Bonnet's keynote during the Oracle Open World called: "Leading Digital - Turning Technology into Business Transformation". In this keynote Bonnet takes us on a journey through the book and presents important findings from his research.

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