

Leading Digital: Turning Technology Into Business Transformation

Are you exposing your business to IT risk, and leaving profit opportunities on the table? You might be if you are managing your IT risk using more traditional approaches. *IT Risk*, a new book based on research conducted by MIT's Center for Information Systems Research and Gartner, Inc., helps companies focus on the most pressing risks and leverage the upside that comes with vigilance. Traditionally, managers have grouped technology risk and funding into silos. *IT Risk* outlines a new model for integrated risk management, which identifies three core areas you can develop to eliminate the problems that silo strategies create. The authors also offer specific ways to make the most of your new found advantage. And because IT risk is the responsibility of all senior executives not just CIOs this book describes the tools and practices in language that general managers can understand and use. Named a top-ten managerial book of 2007 by CIO Insight magazine.

Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for enterprises operating in today's fast-paced business environment. This book is for any businessperson who either wishes to stay relevant amid the rapid pace of technology innovation or wants to be a digital disrupter. If you're in business today, you probably use digital technology to run your day-to-day operations. But if you don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools available or wasting resources while trying to prepare for digital disruption. This accessible book guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing, and maintaining your digital strategy; and ultimately discovering how your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with *Digital Strategy: A Guide to Digital Business Transformation*.

The far right is back with a vengeance. After several decades at the political margins, far-right politics has again taken center stage. Three of the world's largest democracies – Brazil, India, and the United States – now have a radical right leader, while far-right parties continue to increase their profile and support within Europe. In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far-right politics, exploring its history, ideology, organization, causes, and consequences, as well as the responses available to civil society, party, and state actors to challenge its ideas and influence. What defines this current far-right renaissance, Mudde argues, is its mainstreaming and normalization within the contemporary political landscape. Challenging orthodox thinking on the relationship between conventional and far-right politics, Mudde offers a complex and insightful picture of one of the key political challenges of our time.

A history of the relationship between art and geometry in the early modern period. In *The Polyhedrists*, Noam Andrews unfolds a history of the relationship between art and geometry in early modern Europe, told through a collective of groundbreaking artist-artisans (among them, Albrecht Dürer, Wenzel Jamnitzer, and Lorentz Stöer) and by detailed analysis of a rich visual panoply of their work, featuring paintings, prints, decorative arts, cabinetry, and lavishly illustrated treatises. But this is also a history of polyhedra themselves, one that charts their progressive estrangement from text-bound instruction in mathematics and philosophy and their subsequent transformation into emblems of virtuosity and bravura. Whether the Platonic tetrahedron or the “irregular” rhombicosidodecahedron, it was polyhedra that came to constitute an iconography of geometrical abundance. *The Polyhedrists* argues that the geometrical oeuvre of Dürer, Jamnitzer et al consisted of more than perspectival follies destined to be superseded by later developments in higher-level mathematics. In fact, the evolution of the Platonic solids into innumerable “irregular bodies” constituted a sustained moment in the formulation of Renaissance mathematical knowledge and its engagement with materiality. This intense field of experimentation birthed a language of geometrical

abstraction that would ignite a century of novel form-making strategies, ultimately paving the way for developments in geometry and topology in the nineteenth and early twentieth centuries and prefiguring the more recent digital turn. Hence the book is both an expansive history of geometry made visible and a manifest of a very particular, polyhedral fascination. Taken together, they plot a new trail into the wilds of art and science.

Why Digital Transformations Fail

The Surprising Disciplines of How to Take Off and Stay Ahead

The Surprising Power of Business Experiments

Digital Business Models

A Guide to Digital Business Transformation

Digital Darwinism

The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age

Chirp / Pollito

When a little chick leaves the flock, he stumbles on to an adventure that will change him forever. This charming bilingual Spanish-English picture book is a cute read for little explorers.

Digital Darwinism takes a closer look at disruptive thinking to inspire those who want to be the best at digital transformation.

Change across business is accelerating, but the lifespan of companies is decreasing as leaders face a growing abundance of decisions to make, data to process and technology that threatens even the most established business models. These forces could destroy your company or, with the right strategy in place, help you transform it into a market leader. Digital Darwinism lends a guiding hand through the turbulence, offering practical strategies while sounding a call to action that lights a fire underneath complacency to inspire creative change. Digital Darwinism shines a light on the future by exploring technology, society and lessons from the past so you can understand how to adapt, what to embrace and what to ignore. Tom Goodwin proves that assumptions the business world has previously made about "digital" are wrong: incremental change isn't good enough, adding technology at the edges won't work and digital isn't a thing - it's everything. If you want your organization to succeed in the post-digital age, you need to be enlightened by Digital Darwinism.

This innovative edited collection explores digital business models (DBMs) in theory and practice to contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range of contexts and forms, which can be integrated in a number of ways, and aims to inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business model innovations (DBMI), the authors discuss the opportunities, challenges, technologies, implementation and value creation, customer and data protection processes of DBMs in different contexts.

In order for successful business transformation to occur, there's an inner transformation that must happen. The innumerable professional forces that tug pell-mell from every imaginable quarter, need to be organized and personal demons exorcized or at least managed. This book takes you through the transformative journey of Dillon, the presumptive head of Digital in one of the

world's largest footwear manufacturers, his private and professional struggle and victory. This modern parable answers the quintessential question: What makes a leader great? Read the step-by-step digital transformation execution plan, complete with tools, artefacts, lessons, pitfalls to avoid and best practices from the industry. If you've ever wished for a book that didn't shy away from delving into the 'how' of the execution journey, and while doing so took you on an enjoyable roller coaster ride, look no further. Grab this!

Digital Transformation Game Plan

Building a Digital Future

A Transformational Blueprint for Innovating with Microsoft Dynamics 365

How Social Technology Can Transform the Way You Lead

The Digital Transformation Playbook

Digital to the Core

34 Tenets for Masterfully Merging Technology and Business

Beyond Great

"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. The authors, a trio of highly regarded thought leaders on corporate digital transformation, say changes in the digital realm so far have focused on high tech and media companies - but there's still a whopping 94% of the business economy that needs to change. This book will show them how. George Westerman of MIT, Didier Bonnet of Capgemini Consulting, and Andrew McAfee, also at MIT, say there is opportunity for these businesses to learn from those that have already mastered the digital landscape. Based on a study of more than 400 large, mainstream firms in every industry around the globe, the authors usefully break down how these organizations have used their own digital transformation to gain strategic, competitive advantage. Readers will learn how these digital leaders have transformed their businesses through smart and rigorous digital investments, and through smart and effective leadership of the change. Leading Digital offers practical, real-life tested frameworks that can be instantly applied. Case studies include Nike, Caesars, Burberry, Asian Paints, Pages Jaunes, Codelco, and more"--

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company ' s success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company ' s human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business

rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

Practical advice for redesigning “big, old” companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape. Five Building Blocks of Digital Business Success Shared Customer Insights Operational Backbone Digital Platform Accountability Framework External Developer Platform

Build Your Organization's Future for the Innovation Age

The Economics of Data, Analytics, and Digital Transformation

Driving Digital Strategy

Rethink Your Business for the Digital Age

The theorems, laws, and empowerments to guide your organization's digital transformation

Designed for Digital

How to Architect Your Business for Sustained Success

The Far Right Today

Beyond Great will give readers everywhere the strategies they need to navigate a daunting new era of technological, economic, and social change. Supported by years of research and hands-on consulting practice, it will present a comprehensive framework for building a high performing, adaptive, and socially responsible global company. The book begins by taking an incisive look at the disruptive forces transforming globalization, including economic nationalism; the boom in data flows and digital

commerce; the rise of China; heightened public concerns about capitalism and the environment; and the emergence of borderless communities of digitally connected consumers. The authors then offer nine core strategies that will help businesses today address and exploit these forces. Through compelling stories from real companies that have used these strategies to make change, Beyond Great argues that leaders today must evince a new kind of flexibility and light-footedness, constantly layering in new strategies and operational norms atop existing ones to allow for "always-on" transformation. Leaders must master a whole new set of rules about what it takes to be "global," becoming shapeshifters adept at handling contradiction, multiplicity, and nuance. This book will show them how.

Improve your business performance through digital transformation Digital transformation has become commonplace across public and private sector organizations, and yet most struggle to achieve tangible results from it. Many make avoidable mistakes or fall into simple traps along the way. Written by a team of global digital transformation thought leaders, Hacking Digital provides practical advice and information that you need to successfully transform your organization. Hacking Digital is organized into six easy-to-follow sections: • Initiating Your Digital Transformation • Setting Up the Right Organizational Dynamics • Working with the Outside World • Creating Value in New Ways • Leading People and Organizations • Anchoring and Sustaining Performance How do you create a sense of urgency? How do you set up digital governance? How do you create successful digital offerings? How do you manage the relationship between digital transformation and IT? How do you scale digital initiatives? Hacking Digital answers these and many other questions you need to transform your organization and seize a competitive edge for years to come. www.hackingdigital.org

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: "What should we do about shadow IT?" She's decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it's time for a manifesto for leaders who recognize—and are nervous about—the demands of the digital age. Whether you're an executive, department head, or IT manager, The New IT provides an action-ready blueprint for building and strengthening the role of IT in your company—and prescribing IT's future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business

priorities ORGANIZE IT according to your company's culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. The New IT provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn how to bring your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for The New IT "Jill has penned a de Toquevillean map of the digital world. Should be a required text for every business leader in the country." Thornton May, futurist and author of The New Know "Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT." Kimberly Stevenson, Vice President and Chief Information Officer, Intel "Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It's a timely book that should be read by executives across organizations." Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles "A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset." Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of IT Governance "Everywhere I go I hear complaints about the old IT. Jill Dyché's book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!" Thomas H. Davenport, Distinguished Professor, Babson College, and author of Competing on Analytics and Big Data @ Work

If a new medical device is to succeed, it must deliver both superior clinical outcomes and economic advantage. A new device must be better for the patient and the physician-and its proven clinical benefits must translate into financial savings for the hospital and the healthcare system. This book,

by seasoned veterans of many successful product launches, helps marketing professionals master the eight simple, proven steps that will guarantee a world-class product launch.

Survival of the Fittest in the Age of Business Disruption

SUMMARY - Leading Digital: Turning Technology into Business Transformation by George

Westerman, Didier Bonnet, Andrew McAfee

What Big Data Can't Do

Digital Business Transformation

Digital Strategy

What's Your Digital Business Model?

Digital Transformation

Practical Guide to Launching Medical Device Products

Every organization makes plans for updating products, technologies, and business processes. But that 's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company 's technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In *Driving Digital*, author Isaac Sacolick shares the lessons he 's learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company 's digital transformation. In this thoroughly researched one-stop manual, learn how to:

- Formulate a digital strategy
- Transform business and IT practices
- Align development and operations
- Drive culture change
- Bolster digital talent
- Capture and track ROI
- Develop innovative digital practices
- Pilot emerging technologies
- And more!

Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success? Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by *The Technology Fallacy* will hold true through

them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review. An essential guide for leaders who want to use social media to be "open" while maintaining control "Be Open, Be Transparent, Be Authentic" are the current leadership mantras-but companies often push back. Business is premised on the concept of control and yet the new world order demands openness-leaders do not know how to be open and be in control. This must-have resource will help the modern leader understand how to lead in the new open world-where blogging, twittering, facebooking, and digging are becoming the norm. the author lays out the steps that leaders must take to transform their organizations and themselves into being "open" -and exactly what that will mean. Shows how to use social media to become an open organization Offers basic advice for leaders who are adapting to the new era of openness in the marketplace The author Charlene Li is one of the foremost experts on social media and technologies In easy-to-understand language, this book will help leaders orient themselves to social networking and other technological advances.

Leading DigitalTurning Technology Into Business TransformationHarvard Business Press

Remastering Leadership for Your Industry, Your Enterprise, and Yourself

Turning Technology into Business Transformation

A Dictionary of Arts, Sciences, Literature and General Information

How People Are the Real Key to Digital Transformation

The Digital Matrix

Real Business of IT

Open Leadership

Hacking Digital: Best Practices to Implement and Accelerate Your Business Transformation

The dramatic events of 2020 have clarified the urgent need for digital transformation in countless organizations. The shift to remote work and the rapidly increasing use of cloud technologies are just two drivers of the relentless pace of digital disruption. Despite this, many companies remain under-equipped or hesitant to embrace digital transformation.

Understanding the key drivers of change and leveraging the powerful capabilities from technologies with a collaborative platform can aid an organization to prepare for digital transformation. Building a Digital Future provides a clearly defined roadmap for executing this change with Microsoft Dynamics 365. Firms of all types and sizes will learn how Microsoft Dynamics 365 can help them: achieve competitive advantages for their business reduce the time needed to effect change by automating time-consuming tasks drive innovation and improvements through an evergreen system post implementation Each chapter of this book is curated with best practices, compelling customer examples, pitfalls to avoid and salient points to remember. Building a Digital Future enables organizations to truly embrace the benefits of digital transformation by anchoring Microsoft Dynamics 365 at the core of their business. Perfect for any business leader looking for a one-stop and comprehensive playbook for transforming their business into a digital powerhouse with Dynamics 365.

The legendary Silicon Valley entrepreneur examines how both business and government organizations can harness the power of disruptive technologies. Tom Siebel, the billionaire technologist and founder of Siebel Systems, discusses how four technologies—elastic cloud computing, big data, artificial intelligence, and the internet of things—are fundamentally changing how business and government will operate in the 21st century. While this profound and fast-moving transformation can appear daunting to some, Siebel shows how organizations can not only survive, but thrive in the digital landscape. In this authoritative yet accessible book, Siebel guides readers through the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI and IoT with stunning results.

A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Data science is a form of power. It has been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In *Data Feminism*, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an understanding of emotion can expand our ideas about effective data visualization, how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” *Data Feminism* offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the grand field of data science. But *Data Feminism* is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

Become a Digital Master—No Matter What Business You're In If you think the phrase “going digital” is only relevant to 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—

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, you'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.

Nine Strategies for Thriving in an Era of Social Tension, Economic Nationalism, and Technological Revolution

How CIOs Create and Communicate Value

How Established Companies Sustain Competitive Advantage From Now to Next

The Leader's Guide to Business Transformation Through Technology

A Modern Playbook of Digital Transformation

The Network Is Your Customer

The Efficiency Paradox

Turning Business Threats Into Competitive Advantage

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your

organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will learn how to transform your business using new technologies. *You'll also learn: why it's critical to make the digital shift now ; how to acquire the digital skills you're missing; how to give a clear and strong direction to all your employees; how to overcome resistance and habits to succeed in your digital transformation. *The arrival of new digital technologies marks a new industrial revolution for humanity. Entire areas of society's functioning will be called into question in the near future. In the same way, only the companies that will have been able to anticipate the change will survive. However, adapting to this new paradigm should not be considered as an impossible challenge. On the contrary, it is a tremendous growth opportunity to redefine what you want to be and do in the years to come. Will you be able to succeed in the digital transformation of your company? *Buy now the summary of this book for the modest price of a cup of coffee!

A bold challenge to our obsession with efficiency—and a new understanding of how to benefit from the powerful potential of serendipity. Algorithms, multitasking, the sharing economy, life hacks: our culture can't get enough of efficiency. One of the great promises of the Internet and big data revolutions is the idea that we can improve the processes and routines of our work and personal lives to get more done in less time than we ever have before. There is no doubt that we're performing at higher levels and moving at unprecedented speed, but what if we're headed in the wrong direction? Melding the long-term history of technology with the latest headlines and findings of computer science and social science, *The Efficiency Paradox* questions our ingrained assumptions about efficiency, persuasively showing how relying on the algorithms of digital platforms can

in fact lead to wasted efforts, missed opportunities, and, above all, an inability to break out of established patterns. Edward Tenner offers a smarter way of thinking about efficiency, revealing what we and our institutions, when equipped with an astute combination of artificial intelligence and trained intuition, can learn from the random and unexpected.

Company leaders feel the urgency to transform their organizations in the face of digital disruption. New rivals are digitizing whatever can be digitized to attack incumbents' value chains, gaining market share, eroding margins, and wreaking havoc to the competitive landscape in virtually every industry. For large and mid-sized companies, the imperative to transform is clear. How to transform is another matter. The hard truth is that despite leaders' best efforts, and billions spent in pursuit of digital transformation, the vast majority of organizational change programs fizzle, falling well short of their expected impacts. Because failed transformation programs put incumbents behind the eight ball in dealing with disruptive competition, organizations can ill-afford for their transformation programs to flop. With this important new book, *Orchestrating Transformation: How to Deliver Winning Performance with a Connected Approach to Change*, the team at the Global Center for Digital Business Transformation, an IMD and Cisco initiative, set out a new prescription for getting transformation right. The piecemeal strategies and pilot projects that are hallmarks of conventional transformation programs are hopelessly inadequate for the intricate, sprawling organizational environments found in most companies. Transformation practitioners need a different mindset and a new approach to executing change that can handle the complexity and scale of today's market leaders. Orchestration--"mobilizing and enabling so as to achieve a desired effect"--paves the way for a new, more holistic view of organizational resources and how they work together to drive change synergistically. The follow-up to 2016's award-winning *Digital Vortex*, *Orchestrating Transformation* is packed with quantitative and qualitative insights from years of applied research and engagement with executives around the world. A unique and indispensable guide for practitioners, the book moves past traditional change management doctrine to show how a connected approach to

change can change everything.

New Rules for Business Transformation Through Technology

Leading Digital

Six Questions to Help You Build the Next-Generation Enterprise

Turning Technology Into Business Transformation

Driving Transformation and Innovation

The Polyhedrists

Product Launch

Shaping the Digital Enterprise

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

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.

Don't fly blind. See how the power of experiments works for you. When it comes to improving customer experiences, trying out new business models, or developing new products, even the most experienced managers often get it wrong. They discover that intuition, experience, and big data alone don't work. What does? Running disciplined business experiments. And what if companies roll out new products or introduce new customer experiences without running these experiments? They fly blind. That's what Harvard Business School professor Stefan Thomke shows in this rigorously researched and eye-opening book. It guides you through best practices in business experimentation, illustrates how these practices work at leading companies, and answers some fundamental questions: What makes a good experiment? How do you test in online and brick-and-mortar businesses? In B2B and B2C? How do you build an experimentation culture? Also, best practice means running many experiments. Indeed, some hugely successful companies, such as Amazon, Booking.com, and Microsoft, run tens of thousands of controlled experiments annually, engaging millions of users. Thomke shows us how these and many other organizations prove that experimentation provides significant competitive advantage. How can managers create this capability at their own companies? Essential is developing an experimentation organization that prizes the science of testing and puts the discipline of experimentation at the center of its innovation process. While it once took companies years to develop the tools for such large-scale experiments, advances in technology have put these tools at the fingertips of almost any business professional. By combining the power of software and the rigor of controlled experiments, today's managers can make better decisions, create magical customer experiences, and generate big financial returns. Experimentation Works is your guidebook to a truly new way of thinking and innovating.

Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your

organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

The Technology Fallacy

Trends and Use Cases in Digital Innovation and Transformation

How to Deliver Winning Performance with a Connected Approach to Change

The Encyclopaedia Britannica

Survive and Thrive in an Era of Mass Extinction

The Fourth Industrial Revolution

Art and Geometry in the Long Sixteenth Century

Orchestrating Transformation

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

This book sheds light on cross-industry and industry-specific trends in today's digital economy. Prepared by a group of international researchers, experts and practitioners under the auspices of SAP's Digital Thought Leadership & Enablement team within SAP's Business Transformation Services (BTS) unit, the book furthermore presents relevant use cases in digital transformation and innovation. The book argues that breakthrough technologies have matured and hit scale together, enabling five defining trends: hyper-connectivity, supercomputing, cloud computing, a smarter world, and cyber security. It presents in detail how companies are now reimagining their products and services, business models and

processes, showcasing how every business today is a digital business. Digitalization, defined as the process of moving to a digital business, is no longer a choice but an imperative for all businesses across all industries and regions. Taking a step toward becoming a digital enterprise is demanding and challenging. The dimensions of customer centricity, leadership and strategy, business models, including offerings (products and services), processes, structure and governance, people and skills, culture, and technology foundation can serve as orientation for digitalization. The articles in this book touch on all dimensions of this digital innovation and transformation framework and offer possible answers to some of the pressing questions that arise when practitioners seek to digitalize their business.

One book for the entire journey: How to digitally transform your organization Innovation in the face of major external change is critical for any organization's success, but attempting to do so often leads to more questions than actions: Where do you start? How do you get the right resources? How should work be implemented? What data should you measure? For the first time, these questions are answered in a single book that covers the end-to-end execution of digital transformation - from leadership-level strategy, to on-the-ground team implementation. With the biggest revelation of all, Herbert argues, being that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to change itself. Featuring the 'how to' of digital transformation devised from successes across every sector, Herbert distils it into five actionable stages. These stages act as a repeatable framework for continual innovation, allowing you to produce results immediately and grow change incrementally across your organization. In Digital Transformation, Herbert draws on her own experiences in leading change and innovation programmes globally, as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund, Morgan Stanley, Royal Caribbean Cruises, the United Nations High Commission for Refugees, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others.

The Digital Age is having a broad and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book reveals lessons learned in guiding companies through digital transformation. While there's no silver bullet available, you'll discover effective ways to create lasting change at your organization. With this book, you'll discover how to: Realign the business and operating architecture to focus on customer value Build a more responsive and agile organization to deal with speed and ambiguity Build next generation technology capability as a core differentiator

Experimentation Works

Five Strategies to Thrive in a Digital Age

Data Feminism

Driving Digital

IT Risk

A Guide to Reimagining Your Business

Build a continuously learning and adapting organization that can extract increasing levels of business, customer and operational value from the amalgamation of data and advanced analytics such as AI and Machine Learning

Key Features

- Master the Big Data Business Model Maturity Index methodology to transition to a value-driven organizational mindset
- Acquire implementable knowledge on digital transformation through 8 practical laws
- Explore the economics behind digital assets (data and analytics) that appreciate in value when constructed and deployed correctly

Book Description

In today ' s digital era, every organization has data, but just possessing enormous amounts of data is not a sufficient market discriminator. The Economics of Data, Analytics, and Digital Transformation aims to provide actionable insights into the real market discriminators, including an organization ' s data-fueled analytics products that inspire innovation, deliver insights, help make practical decisions, generate value, and produce mission success for the enterprise. The book begins by first building your mindset to be value-driven and introducing the Big Data Business Model Maturity Index, its maturity index phases, and how to navigate the index. You will explore value engineering, where you will learn how to identify key business initiatives, stakeholders, advanced analytics, data sources, and instrumentation strategies that are essential to data science success. The book will help you accelerate and optimize your company ' s operations through AI and machine learning. By the end of the book, you will have the tools and techniques to drive your organization ' s digital transformation. Here are a few words from Dr. Kirk Borne, Data Scientist and Executive Advisor at Booz Allen Hamilton, about the book: Data analytics should first and foremost be about action and value. Consequently, the great value of this book is that it seeks to be actionable. It offers a dynamic progression of purpose-driven ignition points that you can act upon. What you will learn

- Train your organization to transition from being data-driven to being value-driven
- Navigate and master the big data business model maturity index
- Learn a methodology for determining the economic value of your data and analytics
- Understand how AI and machine learning can create analytics assets that appreciate in value the more that they are used
- Become aware of digital transformation misconceptions and pitfalls
- Create empowered and dynamic teams that fuel your organization ' s digital transformation

Who this book is for

This book is designed to benefit everyone from students who aspire to study the economic fundamentals behind data and digital transformation to established business leaders and professionals who want to learn how to leverage data and analytics to accelerate their business careers. If you're a general manager or CFO, do you feel you're spending too much on IT or wishing you could get better returns from your IT investments? If so, it's time to examine what's behind this IT-as-cost mind-set. In *The Real Business of IT*, Richard Hunter and George Westerman reveal that the cost mind-set stems from IT leaders' inability to communicate about the business value they create-so CIOs get stuck discussing budgets rather than their contributions to the organization. The authors explain how IT leaders can combat this mind-set by first using information technology to generate three forms of value important to leaders throughout the organization:

- Value for money when your IT department operates efficiently and effectively
- An investment in business performance evidenced when IT helps divisions, units, and departments boost profitability
- Personal value of CIOs as leaders whose contributions to their enterprise go well beyond their area of specialization

The authors show how to communicate about these forms of value with non-IT leaders-so they understand how your firm is benefiting and see IT as the strategic powerhouse it truly is.

Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined

process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it."--Jeff Jarvis, author of "What Would Google Do " "This is the stuff that every business and nonprofit needs to embrace if they're going to succeed in a changing world."--Vivian Schiller, CEO of NPR With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age. Marketing expert David Rogers examines how digital technologies--from smartphones to social networks--connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies--strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: ACCESS--be faster, be easier, be everywhere, be always on ENGAGE--become a source of valued content CUSTOMIZE--make your offering adaptable to your customer's needs CONNECT--become a part of your customers' conversations COLLABORATE--involve your customers at every stage of your enterprise Rogers explains these five strategies with over 100 cases from every type and size of business--from shoes to news, and software to healthcare. In "The Network Is Your Customer," he shows: How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories. The book outlines a process for planning and implementing a customer network strategy to match "your" customers, "your" business, and "your" objectives--whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough products and services. Because today, whatever your goals and whatever your business, the network is your customer.