# Digital Transformation And Your Automotive Company Infor

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.

Digital strategy finds new ways to use technology to improve business performance. In the future, all business strategy will be digital strategy. Start building yours today! Today only, get this bestseller for a special price. This book contains certified steps and on how to get started in the Digital Word and provides a stepwise approach on how to build a digital network around your business. It will give you the information you need to build and improve your online presence and appreciate every aspect of your business digitally. Here Is A Preview Of What You'll Learn... Innovation At Work Digital Strategy Is Not Supposed To Be Overwhelming Implementing Digital Strategies: Smarter, Faster, Better Developing A Winning Digital Strategy For Your Business What Is A Digital Agora Choosing A Digital Agency For Your Business Best Strategies For Your Business Facebook As A Branding Strategy And basically everything you need to know to start building your own digital strategy. Download your copy today! Take action today and download this book now at a special price!

Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. Reinventing the Product looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. Reinventing the Product makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

Become a Digital Master—No Matter What Business You'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, 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.

How to Reposition Today's Business While Creating the Future
Understanding this Phenomenon in the Context of the Automotive Industry
The Digital Transformation and Japan's Political Economy
Disruptive Innovation and Digital Transformation
The Strategic Leader as Innovation Manager
EDGE
Digitalization Cases Vol. 2
How People Are the Real Key to Digital Transformation

**Digital transformation has long been making waves in every industry vertical. Moreover, given the consistent pace of innovation, businesses are placing 'Digital Transformation' at the forefront by investing in next-generation technologies. But what does 'digital transformation' mean for a business? How do companies implement this concept and strategies to benefit their customers as well as employees? In an era of data overload,**

there's information aplenty, but most books lack clarity on HOW to digitally transform an organization. Various consultancy companies offer their services to help organizations undergo change, but they do not share extensive information on how to start, facilitate and manage this change for a successful transformation. How to Kill Your b/oss and Get Away with It is a book intended for tech leaders, CTOs or CIOs who are ready to embark, or have already embarked, on a digital transformation journey but are unsure of how to navigate. It is a thought-provoking book for leaders who want to lead innovatively in today's economy but are struggling to attain desired results. With a wealth of practical insights, it is a creative handbook for professionals seeking to reinvent themselves and innovatively drive their practices. This book acts as a comprehensive guide on how to implement clear and coherent digital strategies, using the FUTBAL methodology to compete more effectively in a technology-driven world.

Building on his decades of experience as a consultant and project manager in the automotive industry, the author develops comprehensive and pragmatic recommendations for action regarding the digital transformation of the automotive and supplier industries. At the heart is the transition from a vehicle-focused to a mobility-oriented business model. Based on the catalysts of the digital change, four digitisation fields are structured, and a roadmap for their transformation is presented. The topics of comprehensive change in corporate culture and an agile and efficient information technology are covered in detail as vital success factors. Selected practical examples of innovative digitisation projects provide additional ideas and impulses. An outlook on the automotive industry in the year 2040 completes the discourse.

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

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 new 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.

Executing Your Business Transformation

The Digital Transformation of the Automotive Industry

Digital Business Transformation

Reinventing the Product

Six Questions to Help You Build the Next-Generation Enterprise

Beyond Austerity in Europe

Business Transformation Strategies

21st Century New Growth Engines

The following book brings together international digitalization trends in different branches. Each chapter describes at first the trend in general, followed by cases from pioneering companies in the respective field. Selected relevant graphics illustrate the respective topic. In the interests of transparency, the summaries of the individual chapters precede this part of the book. The book with the selected industries, company examples and representations shows an excerpt from the development that industries are making in the area of digitization. Mit Beiträgen von: Vikas Chikmagalur Maheshwarappa, Szu-Han Chen, Skolastika Grazia Esmeralda Tjahyadi, Ali Hijazi, Min Chin Lee, Roza Hakobyan, Sebastian Kallies, Duygu Caliskan

Practical, tested, implementable real-world advice for transforming any business and is written by people that have "been there and done that". Changing an organization is tough. Transformation is hard work that should not be attempted by the faint of heart or the weak of mind. But transformation is not rocket science either. By taking a realistic, simple and direct view of what is required to transform an enterprise, the authors reduce the noise and nonsense that surrounds much of the discussion of transformation and provide straight forward lessons, examples and thought provoking questions to guide the reader to a more powerful position as an agent of change. Based on the authors' decades of experience dealing with major business transformation, this book provides valuable guidance for any company engaged in large scale change brought on by shifts in the competitive landscape, mergers, acquisitions, or a major restructuring of their business model. Many organizations undergo transformation with lots of enthusiasm, but are frustrated with the results. This book contains a set of lessons gained in the process of working in and with organizations in the process of transformation. The book starts out by framing transformation and explains the overall system the enterprise that is involved in transformation. By doing so, clarity is brought to the question of why change is so difficult and problematic. What you can expect to get by reading this book is: A way of looking at transformation that is comprehensive and yet manageable without all the buzzword bingo terminology 11 critical lessons taken from the author's broad experience on a broad range of topics that you can leverage in your situation To get some thought provoking insight from 10 key questions for each lesson that you can use to apply the lessons to your organization A comprehensive framework for leading transformation that will challenge your thinking and provide a path forward to taking immediate action With rare insight and candor, the authors provide thoughtful advice backed by examples from their comprehensive experience. If you don't like transformation, you are going to hate irrelevance. This book is your best bet for getting the insight you need to transform your organization before it becomes irrelevant.

Companies from various sectors of the economy are confronted with the new phenomenon of digital transformation and are faced with the challenge of formulating and implementing a company-wide strategy to incorporate what are often viewed as "disruptive" technologies. These technologies are sometimes associated with significant and extremely rapid change, in some cases with even the replacement of established business models. Many of these technologies have been deployed in unison by leading-edge companies acting as the catalyst for significant process change and people skills enhancement. The Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies examines the phenomenon of digital transformation and the impact of disruptive technologies through the lens of industry case studies where different combinations of these new technologies have been deployed and incorporated into enterprise IT and business strategies. Covering topics including chatbot implementation, multinational companies, cloud computing, internet of things, artificial intelligence, big data and analytics, immersive technologies, and social media, this book is essential for senior management, IT managers, technologists, computer scientists, cybersecurity analysts, academicians, researchers, IT consultancies, professors, and students.

Nothing defined the 20th century more than the evolution of the car industry. The 2020 decade will see the automotive industry leap forward beyond simply moving people geographically toward a new purpose: to become a services industry. This book takes readers on a journey where cars will evolve towards becoming "computers on wheels." The automotive industry is one of the sectors most profoundly changed by digitalization and the 21st century energy needs. You'll explore the shifting paradigms and

how cars today represent a new interpretation of what driving should be and what cars should offer. This book presents exciting case studies on how artificial intelligence (AI) and data analytics are used to design future cars, predict car efficiency, ensure safety and simulate engineering dynamics for its design, as well as a new arena for IoT and human data. It opens a window into the origins of cars becoming software-run machines, first to run internal diagnostics, and then to become machines connected to other external machines via Bluetooth, to finally the Internet via 5G. From transportation to solving people's problems, The Future of the Automotive Industry is less about the technology itself, but more about the outcomes of technology in the future, and the transformative power it has over a much beloved item: cars. What You'll Learn Explore smart cities and their evolution when it comes to traffic and vehicles Gain a new perspective on the future of cars and transportation based on how digital technologies will transform vehicles Examine how AI and IoT will create new contexts of interactions with drivers and passengers alike Review concepts such as personalizing the driving experience and how this will take form See how self-driving cars impact data mining of personal data Who This Book Is For Anyone with an interest in digital advancements in the automotive industry beyond the connected car.

The Digital Transformation Playbook
Digital @ Scale
Catalysts, Roadmap, Practice
Digital Strategy
Rethink Your Business for the Digital Age
A Modern Playbook of Digital Transformation
Marketing Innovations in the Automotive Industry
Value-Driven Digital 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.*

*Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we're headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company's future. This book is your guide. For companies to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their competitors. In their new book, Paul Leinwand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy& global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Build privileged insights into your customers Create value through ecosystems Break up the traditional organization Reposition your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for designing and executing the transformations that are required for companies to succeed in the digital age.*

*This book proposes that, within the automotive industry, revised marketing principles and innovative marketing strategies are needed to address more effectively the unprecedented challenges posed by the modern digital revolution. The starting point for these proposals is a thorough analysis of the evolution of marketing in the industry across three ages of technological innovations – the mechanical, the electronic, and the digital. The main objectives are first, to illustrate how study of the past can help carmakers as they move forward into the unknown, and second, to identify the main choices that they will face. The central premise is that unusual times call for unusual strategies. By mining the past in order to foresee likely future developments regarding competition and marketing strategies within the car industry, the book will appeal both to researchers and to present or future managers in the automotive and other innovation-driven sectors.*

*Like a magician reveals his tricks, it's high time to demystify the often-overrated role of big consultancies providing you with services in the field of restructuring, productivity and efficiency. You know full well that, at the end of the day, you are the one who does most of the consultants' work. You don't need the expensive "white collar" advice given to your management board. What you really need is stimulation for that vital "click" in your head! Something to help you accept the change process in a slightly different way. Some out-of-the-box oversight throughout the change management process never goes amiss. And being given the freedom by your management board to make a few mistakes while changing things is important too. Then just add a small dash of the charisma required to engage a critical mass of people around you, and you are now ready to become a real leader for change. You are the chief change officer and your people will rally around you. They will follow through on your change. Just remember one thing - once you read the book, change management will not become any easier in itself. You'll just become much better at being able to SCORE your change and WIN.*

*Industrial Digital Transformation*
*Understanding the Strategic Process*
*Digital Transformation Using Emerging Technologies*
*The Digital Matrix*
*13th PLAIS EuroSymposium on Digital Transformation, PLAIS EuroSymposium 2021, Sopot, Poland, September 23, 2021, Proceedings*
*A CxO's Guide to Transform Your Organization*
*Digital Transformation of the Automotive Industry*
*How to Engage Sweeping Change Without Killing Yourself Or Your Business*

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.
A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.
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!
This book is a Festschrift to Annamaria Simonazzi and embraces the themes that she has contributed to over the years through her insightful and inspiring works. It brings together contributions from a number of distinguished European economists, who present a tribute to her and engage in a dialogue with her research, simultaneously reflecting on the process of growing economic disintegration in the European Union, its causes and possible remedies. The book shows the deep interrelations between macroeconomic issues and the social sphere, and points to the need to rethink the very foundations of European economic policies, as an effective antidote to growing imbalances and disintegration. In particular, the effects of austerity are assessed alongside the dimensions of inequality, gender discrimination, poverty and unemployment, broadening the perspective also beyond the Eurozone. The authors envision a progressive society, in which investments in research and intelligent industrial policies govern the process of technological changes and drive the economy towards a more efficient and more equal model of development characterised by high productivity and high wages. While some chapters deal directly with policy issues, policy suggestions and proposals are scattered throughout the whole book. This volume will appeal to academics, economists and policy makers interested in understanding

the policy response of the European institutions to the challenges posited by both the Great
Recession and the subsequent developments of the European economies. The book is written in an
engaging and accessible way and the themes are broad enough to generate interest from the
international public.
A Guide to Reimagining Your Business
Learn To Transform Your Business for the Digital Age
The Drivers of Digital Transformation
How to Transform your Business and Create Value in the Digital Age
Leading Digital
How Established Companies Sustain Competitive Advantage From Now to Next

Concepts, Theories and Applications
Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: H
transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital tra
is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of res
teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformatio
shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the di
Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—
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 organi
illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New
With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital inn
makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transf
Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is a
guide for executives looking to take their firms to the next stage of profitable growth.
Game-changing disruptions will likely unfold on your watch. Be ready. In Dual Transformation, Scott Anthony, Clark G
and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders to
transforming your business in the face of imminent disruption. Dual Transformation shows you how your company c
of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a l
will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment v
also-ran can become a market leader. It is the moment when business legacies are created. That moment starts wit
transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how
boldly shifted from selling packaged software to providing software as a service. Transformation B: Creating a new
engine, such as how Amazon became the world's largest provider of cloud computing services. Capabilities link: Figh
unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core."
Gilbert, and Johnson also address the characteristics leaders must embrace: courage, clarity, curiosity, and convictio
them, dual transformation efforts can founder. Building on lessons from diverse companies, such as Adobe, Manila W
Netflix, and a case study from Gilbert's firsthand experience transforming his own media and publishing company, Du
Transformation will guide executives through the journey of creating the next version of themselves, allowing them
future rather than be disrupted by it.
History of corporations is replete with stories of fundamental organizational change in the face of breakthroughs in
and significant economic changes. Yet pervasive digitalization, i.e., a socio-technical process whereby digital technolo
capabilities are embedded into everyday artifacts and life, altering everyday experiences and interactions, brings abo
changes in environmental conditions not seen before. The fast-paced, unbounded, ongoing, and potentially disruptive
change in today's digitized world is fueled by the generativity of digital innovation, forcing incumbents across indust
transform and adapt. This cumulative dissertation presents five studies that provide a comprehensive understanding
emerging phenomenon of digital transformation of business. With the help of primary data collected from more than
experts as well as secondary data, it aimed at explaining through a configurational perspective how, in certain conte
conditions, a combination of particular mechanisms, may lead automotive manufacturing organizations to embark on
sustainable digital transformation of their business. Overall, the findings derive a holistic view of the investigated ph
indicating that it stems from socio-technical developments in the macro, meso, and micro levels of business, fosteri
to build new mechanisms that activate digital transformation capabilities to rapidly respond to such socio-technical
fundamentally altering their traditional business logics. Nevertheless, research on the phenomenon of digital transfor
its infancy in both information systems and organizational science research, therefore more in-depth empirical accou
needed.
In order for successful business transformation to occur, there's an inner transformation that must happen. The inn
professional forces that tug pell-mell from every imaginable quarter, need to be organized and personal demons exor
least managed. This book takes you through the transformative journey of Dillon, the presumptive head of Digital in
world's largest footwear manufacturers, his private and professional struggle and victory. This modern parable answ
quintessential question: What makes a leader great? Read the step-by-step digital transformation execution plan, co
tools, artefacts, lessons, pitfalls to avoid and best practices from the industry. If you've ever wished for a book tha
away from delving into the 'how' of the execution journey, and while doing so took you on an enjoyable roller coaste
no further. Grab this!
Digital Transformation of Business

The Playbook You Need to Transform Your Company
Driving Digital Strategy
The Disruptive Forces of AI, Data Analytics, and Digitization
Managing Digital Transformation
The Technology Fallacy
Balancing Efficiency, Agility and Guest Experience in the Era of Disruption
Intelligent Connectivity

*This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies – Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others – explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.*

*EDGE: The Agile Operating Model That Will Help You Successfully Execute Your Digital Transformation "[The authors'] passion for technology allows them to recognize that for most enterprises in the 21st century, technology is THE business. This is what really separates the EDGE approach. It is a comprehensive operating model with technology at its core." —From the Foreword by Heidi Musser, Executive Vice President and Principal Consultant, Leading Agile; retired, Vice President and CIO, USAA Maximum innovation happens at the edge of chaos: the messy, risky, and uncertain threshold between randomness and structure. Operating there is uncomfortable but it's where organizations "invent the future." EDGE is a set of fast, iterative, adaptive, lightweight, and value-driven tools to achieve digital transformation, and EDGE: Value-Driven Digital Transformation is your guide to using this operating model for innovation. Jim Highsmith is one of the world's leading agile pioneers and a coauthor of the Agile Manifesto. He, Linda Luu, and David Robinson know from their vast in-the-trenches experience that sustainable digital transformation requires far more than adopting isolated agile practices or conventional portfolio management. This hard, indispensable work involves changing culture and mindset, and going beyond transforming the IT department. EDGE embraces an adaptive mindset in the face of market uncertainty, a visible, value-centered portfolio approach that encourages continual value linkages from vision to detailed initiatives, incremental funding that shifts as strategies evolve, collaborative decision-making, and better risk mitigation. This guide shows leaders how to use the breakthrough EDGE approach to go beyond incremental improvement in a world of exponential opportunities. Build an organization that adapts fast enough to thrive Clear away unnecessary governance processes, obsolete "command and control" leadership approaches, and slow budgeting/planning cycles Improve collaboration when major, fast-paced responses are necessary Continually optimize investment allocation and monitoring based on your vision and goals Register your product for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.*

*Hospitality managers are at a critical inflection point. Digital technology advancements are ramping up guest expectations and introducing nontraditional competitors that are beginning to disrupt the whole industry. The hospitality managers whose organizations are to thrive need to get their organizations into a position where they can effectively leverage digital technologies to simultaneously deliver breakthroughs in efficiency, agility, and guest experience. Hospitality Management and Digital Transformation is a much-needed guidebook to digital disruption and transformation for current and prospective hospitality and leisure managers. The book: •Explains digital technology advancements, how they cause disruption, and the implications of this disruption for hospitality and leisure organizations. •Explains the digital business and digital transformation imperative for hospitality and leisure organizations. •Discusses the different digital capabilities required to effectively compete as a digital business. •Discusses the new and/or enhanced roles hospitality and leisure managers need to play in effecting the different digital capabilities, as well as the competencies required to play these roles. •Discusses how hospitality and leisure managers can keep up with digital technology advancements. •Unpacks more than 36 key digital technology advancements, discussing what they are, how they work, and how they can be implemented across the hospitality and leisure industry. This book will be useful for advanced undergraduate and postgraduate students studying strategic management, IT, information systems, or digital business–related courses as part of degrees in hospitality and leisure management; as well as practitioners studying for professional qualifications.*

*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.*
*Hospitality Management and Digital Transformation*
*Dual Transformation*
*Turning Technology into Business Transformation*
*An Executive Guide To Survive and Thrive In The New Economy*
*International Digitalization Trends*
*The Future of the Automotive Industry*
*negotiate2score2win*
*Digital Transformation*

In this book, leading CEOs, CIOs and experts from international corporations explore the role of digitalization and cloud-based processes as the main business drivers of the 21st century. Focusing on how to get started with digitalization and how to handle the technologies involved, they employ analyses and practical case studies to demonstrate how to unleash the potential offered by the cloud, and how to achieve the most critical success factors – quality and security – through the right partnerships. Readers will discover why the cloud will soon take over the driver's seat in cars, and why Heineken CIO Anne Teague claims that innovation is impossible without high-quality IT. The book reveals what IT managers can learn from Silicon Valley and China today, and why Deutsche Telekom CEO Tim Hoettges believes Europe's future depends on successful digitalization. In a closing strategic assessment, the editor Ferri Abolhassan presents the cloud as the essential backbone of digitalization. In short, the book provides readers the first comprehensive, high-level assessment of cloud-based digital transformation in the era of Industry 4.0.

This book presents a rich compilation of real-world cases on digitalization, aiming to share first-hand insights from renowned organizations and to make digitalization tangible. With all economic and societal sectors being challenged by emerging technologies, the digital economy is highly volatile, uncertain, complex, and ambiguous. It confronts established organizations with substantial challenges and opportunities. Against this backdrop, this book reports on best practices and lessons learned from organizations that succeeded in tackling the challenges and seizing the opportunities of the digital economy. It illustrates how twenty organizations leveraged their capabilities to create disruptive innovation, to develop digital business models, and to digitally transform themselves. These cases stem from various industries (e.g. automotive, insurance, consulting, and public services) and countries, covering the many facets that digitalization may have. As all case descriptions follow a unified template, they are easily accessible for readers and provide insightful examples for practitioners as well as interesting cases for researchers, teachers, and students. Almost every organization is trying to figure out how best to respond to the opportunities and threats posed by digitalization. This book provides valuable lessons from those organizations that have already begun their digital transformation journey. Michael D. Myers, Professor of Information Systems, University of Auckland Digitalization Cases provides firsthand insights into the efforts of renowned companies. The presented actions, results, and lessons learned are a great inspiration for managers, students, and academics. This book gives real pointers on the how and where to start. Anna Kopp, Head of IT Germany, Microsoft The cases compiled in the second volume of Digitalization Cases show how disruption can actively be managed. Further, long-term insights from extended success stories of the first edition highlight that courage to change pays off well. This book represents a motivation for organizations to drive their digital transformation journeys actively. Markus Richter, State Secretary at the Federal Ministry of the Interior, Building and Community and Federal Government Commissioner for Information Technology, Germany

Digital Transformation has become the mantra for many businesses big and small in the last few years with the Covid19 pandemic accelerating such transformations for many organizations. Competitive pressures, higher customer expectations, and prospects of revenue growth are the key drivers for many of these digital initiatives. Various emerging technologies such as Cloud Computing, Machine Learning, Artificial Intelligence, Internet of Things (IoT) and Blockchain are key contributors to these digital transformations.If you are in a CxO role (CIO, CTO. CDO, et. al) for an organization and are responsible for the Digital Transformation of your organization, then this book is for you. This book can be used as a reference guide by the CxO to understand the basic concepts of Digital Transformation along with the fundamentals of various key emerging technologies. The book provides examples of services and tools from Microsoft Azure Cloud

to help you harness these technologies to enable your digital transformation scenarios. Throughout the book we have also included industry statistics, expert opinions, business use cases, and customer stories. The book is organized into the following chapters to help you learn in a systematic way: Chapter 1: Digital TransformationThis chapter provides an introduction and overview of Digital Transformation including the What, Why, Who and the How of transformation via digital technologies. We also outline of the best practices for successful execution of your transformation initiatives, review key challenges, and reasons for digital transformation failures. Chapter 2: Cloud ComputingThis chapter outlines Cloud Computing history, core concepts and benefits. Cloud deployment and service models are introduced and discussed in detail. Considerations for transforming legacy IT to Cloud are discussed along with challenges and outlook of Cloud computing. Chapter 3: Azure Cloud ServicesThis chapter dives specifically into Microsoft Azure Cloud and outlines the key services and tools it offers. Basic Azure IaaS, PaaS and DBaaS services are introduced and discussed. Key and emerging Cloud services including serverless, containers and hybrid Cloud are described along with their benefits and business use cases. Chapter 4: Machine LearningMachine learning is introduced along with its core concepts around data, algorithms, models, training, and deployment. Azure Machine Learning tools and services are discussed to help you understand how you can use them to realize your Machine learning scenarios. This chapter concludes with an overview at the challenges and the future of Machine learning.Chapter 5: Artificial IntelligenceThis chapter explores Artificial Intelligence, it benefits and business use cases. Azure AI platform services available are explored such as Azure Cognitive services, Bot services, Cognitive Search services and Databricks services. AI challenges section looks at primary business and AI domain specific hurdles and issues. Chapter concludes with an outlook of AI with discussion around AI governance, Responsible AI, and Technical Advancements in AI. Chapter 6: Internet of Things (IoT)This chapter reviews the basics of Internet of Things (IoT), its business value, and use cases. Various Azure IoT offerings and services are explored to get you started with it. Azure IoT SaaS solution, IoT Central, is reviewed to see how it can be utilized to build a no-code IoT solution along with building customized solutions. Chapter concludes with IoT challenges and the future of this technology. Chapter 7: BlockchainOverview of Blockchain and its business uses for various industries. Enterprise Blockchain is discussed in detail and Azure Blockchain services are introduced and how they can be used for enterprise scenarios. Chapter also explores various challenges this technology faces along with where this technology is heading in the future.

Digital Technologies are impacting society in the 21st century the same way the industrial technologies impacted society in the 20th century. They are dramatically changing consumer behavior and expectations which is resulting in traditional industries being disrupted, traditional businesses being displaced and new industries being created. Executives of traditional companies must transform their business models to survive in the digital economy. In this book author Lynda J Roth – describes how technology has been transforming society over the past 200 years and why the current digital technologies are so disruptive – explains the digital technologies that are fueling the digital economy with stories of successful business applications – describes the 7 key mistakes business executives are making in their digital transformation – details the 5 key steps to a successful transformation from a traditional 20th century business to a thriving 21st century digital business.

and how pioneering companies implement them

Beyond Digital

What's Your Digital Business Model?

Why There's No Way Around the Cloud

Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies

Economic Policy, Crisis and Innovation

Survive and Thrive in an Era of Mass Extinction

Accelerate digital transformation with business optimization, AI, and Industry 4.0

**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.

Disruptive Innovation and Digital Transformation: 21st Century New Growth Engines is for executive leadership, senior management, innovation catalysts, and digital marketing teams tasked with transforming businesses by accelerating growth through disruptive innovations and digital capabilities. It is a practical guide with concise insights for understanding the applications of disruptive innovation and how to iteratively apply them to projects and opportunities. It garners insights from the best minds across relevant disciplines— from its original theory and latest updates—to arrive at new insights on digital transformation. The author evolves key approaches to disruptive innovation theory to reveal new digital applications and tells leaders what to look for–major categories of customers' expectations in an escalating pattern to understand in what context digital plus disruptive innovations must be aligned with consumer preferences, environments, and the jobs-to-be-done, which is modeled in a new theory, Disruptive Innovation Customers' Expectations (DICE). DICE provides methods to use to lead digital disruption across products, services, and business models. DICE translates the vague parts of disruptive innovation by simplifying them down to what-to-do. DICE takes away the elusive nature of disruptive innovation by advising leaders: how to scan, to track, and to detect disruptions. This book provides leaders with the right lenses to fillter markets, giving order to complexity, and making disruptive innovation simpler.

Delve into industrial digital transformation and learn how to implement modern business strategies powered by digital technologies as well as organization and cultural optimization Key FeaturesIdentify potential industry disruptors from various business domains and emerging technologiesLeverage existing resources to identify new avenues for generating digital revenueBoost digital transformation with cloud computing, big data, artificial intelligence (AI), and the Internet of Things (IoT)Book Description Digital transformation requires the ability to identify opportunities across industries and apply the right technologies and tools to achieve results. This book is divided into two parts with the first covering what digital transformation is and why it is important. The second part focuses on how digital transformation works. After an introduction to digital transformation, you will explore the transformation journey in logical steps and understand how to build business cases and create productivity benefit statements. Next, you'll delve into advanced topics relating to overcoming various challenges. Later, the book will take you through case studies in both private and public sector organizations. You'll explore private sector organizations such as industrial and hi-tech manufacturing in detail and get to grips with public sector organizations by learning how transformation can be achieved on a global scale and how the resident experience can be improved. In addition to this, you will understand the role of artificial intelligence, machine learning and deep learning in digital transformation. Finally, you'll discover how to create a playbook that can ensure success in digital transformation. By the end of this book, you'll be well-versed with industrial digital transformation and be able to apply your skills in the real world. What you will learnGet up to speed with digital transformation and its important aspectsExplore the skills that are needed to execute the transformationFocus on the concepts of Digital Thread and Digital TwinUnderstand how to leverage the ecosystem for successful transformationGet to grips with various case studies spanning industries in both private and public sectorsDiscover how to execute transformation at a global scaleFind out how AI delivers value in the transformation journeyWho this book is for This book is for IT leaders, digital strategy leaders, line-of-business leaders, solution architects, and IT business partners looking for digital transformation opportunities within their organizations. Professionals from service and management consulting firms will also find this book useful. Basic knowledge of enterprise IT and some intermediate knowledge of identifying digital revenue streams or internal transformation opportunities are required to get started with this book.

INTELLIGENT CONNECTIVITY AI, IOT, AND 5G Explore the economics and technology of AI, IOT, and 5G integration Intelligent Connectivity: AI, IoT, and 5G delivers a comprehensive technological and economic analysis of intelligent connectivity and the integration of artificial intelligence, Internet of Things (IoT), and 5G. It covers a broad range of topics, including Machine-to-Machine (M2M) architectures, edge computing, cybersecurity, privacy, risk management, IoT architectures, and more. The book offers readers robust statistical data in the form of tables, schematic diagrams, and figures that provide a clear understanding of the topic, along with real-world examples of applications and services of intelligent connectivity in different sectors of the economy. Intelligent Connectivity describes key aspects of the digital transformation coming with the 4th industrial

**revolution that will touch on industries as disparate as transportation, education, healthcare, logistics, entertainment, security, and manufacturing. Readers will also get access to: A thorough introduction to technology adoption and emerging trends in technology, including business trends and disruptive new applications Comprehensive explorations of telecommunications transformation and intelligent connectivity, including learning algorithms, machine learning, and deep learning Practical discussions of the Internet of Things, including its potential for disruption and future trends for technological development In-depth examinations of 5G wireless technology, including discussions of the first five generations of wireless tech Ideal for telecom and information technology managers, directors, and engineers, Intelligent Connectivity: AI, IoT, and 5G is also an indispensable resource for senior undergraduate and graduate students in telecom and computer science programs.**
**Change with passion**
**AI, IoT, and 5G**
**A Step by Step Guide to Digitally Transforming Your Organization**
**How Great Leaders Transform Their Organizations and Shape the Future**
**Build Your Organization's Future for the Innovation Age**
**New Rules for Business Transformation Through Technology**
**Mastering Digital Transformation for Global Business**
**How to Kill Your b/oss and Get Away with It**

Make your automotive business more customer-oriented with this research-based book featuring case studies illustrating how multinationals are handling the disruption of digitalization.

The Digital Transformation of the Automotive IndustryCatalysts, Roadmap, PracticeSpringer

Digital transformation and demographic change are usually seen as two separate but equally threatening events that foreshadow job replacement, industrial decline, and social bifurcation. Because Japan is the world's frontrunner in demographic change with an ageing and shrinking society, it is facing these two disruptions at the exact same time. This creates a 'lucky moment,' as it presents an opportunity to employ one as a solution for the problems caused by the other. For example, Japan's traditional sectors are replaced by digital systems that demand fewer people while offering new jobs. Emerging technologies are opening fresh opportunities for Japanese companies to compete globally. The twin disruptions are also upending Japan's political economy. As companies reinvent business strategies and employees reskill to pursue individual careers, the state is reorganizing to find a new role in balancing the unfolding demands of the digital economy.

This book constitutes the refereed proceedings of the 13th PLAIS EuroSymposium 2021 which was held in Sopot, Poland, on September 23, 2021. The objective of the PLAIS EuroSymposium 2021 is to promote and develop high quality research on all issues related to digital transformation. It provides a forum for IS researchers and practitioners in Europe and beyond to interact, collaborate, and develop this field. The 10 papers presented in this volume were carefully reviewed and selected from 34 submissions. They were organized in topical sections named: digital enterprises; smart cities; digital education; and innovative methods in data and process analysis.

Meeting the Challenges of the Digital Age