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*The Digital Transformation Of  
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*Of The  
Automotive  
Industry*

This open access volume provides insight into how organizations change through

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the adoption of  
digital  
technologies.

Opportunities and  
challenges for  
individuals as well  
as the  
organization are  
addressed. It  
features four  
major themes: 1.  
Current research

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exploring the theoretical underpinnings of digital transformation of organizations. 2. Insights into available digital technologies as well as organizational requirements for

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technology  
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adoption. 3.

Issues and  
challenges for  
designing and  
implementing  
digital  
transformation in  
learning  
organizations. 4.

Case studies,  
empirical

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research findings,  
and examples  
from

organizations  
which  
successfully  
adopted digital  
workplace  
learning.

Building  
Intelligent  
Enterprises by

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leveraging the  
emerging and  
next-generation  
technologies to  
accelerate the  
adoption of digital  
transformation  
The speed of  
innovation and  
emerging IT  
technologies are  
changing at a very

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fast pace and enterprises are eager to join the digital revolution so they can stand above the competition and succeed as the enterprise of tomorrow. This book is an attempt to make

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the enterprise  
The Automotive  
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intelligent by  
providing the path  
to digital  
transformation  
and the adoption  
of new IT  
methods, tools  
and technologies.  
This book has  
been organized to  
cover the



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following topics:

Digital

Transformation,  
Design Thinking,  
Agile, DevOps,  
Robotic Process  
Automation,  
Internet of  
Things, Artificial  
Intelligence,  
Machine  
Learning,

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Blockchain,  
Drones,  
Augmented and  
Virtual Reality, 3D  
Printing, Big  
Data, Analytics,  
Cloud Computing,  
APIs, and SAP  
Leonardo. No  
prior knowledge  
of any technical  
coding or

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language is  
The Automotive  
Industry  
necessary to  
understand the  
content of this  
book. End-to-end  
storyline to  
accelerate the  
enterprise's  
digital  
transformation  
journey How an  
enterprise can

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stay relevant,  
compete, and  
perform in the  
digital economy  
How to leverage  
these  
technologies to  
build intelligent  
enterprises  
Understand and  
apply the  
emerging

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technologies  
The Automotive  
across key  
Industry  
business

processes

Industry-specific

Use Cases for all  
technologies as a  
reference point to  
build the business  
case for

implementation

The book is very

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well suited  
towards the C-  
Suite executives,  
both IT and  
business leaders,  
directors and  
managers, project  
managers,  
solution  
architects, and all  
professionals who  
have an interest

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and desire to keep up-to-date with the latest technological trends, looking for a career change, want to help enterprise adapt and onboard the digital roadmap, or have an agenda to digitize key

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processes within  
The Automotive  
the enterprise to  
Industry  
make it  
intelligent.

Building the Agile  
Business through  
Digital  
Transformation is  
a guide for  
organizational  
development  
professionals and



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change managers  
needing to better  
understand,  
implement and  
lead digital  
transformation in  
the workplace. It  
sets aside  
traditional  
thinking and  
outdated  
strategies to

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explain what steps need to be taken for an organization to become truly agile. It addresses how to build organizational velocity and establish iterative working, remove unnecessary

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process, embed  
innovation, map  
strategy to  
motivation and  
develop talent to  
succeed. Building  
the Agile Business  
through Digital  
Transformation  
provides guidance  
on how to set the  
pace and

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frequency for  
change and shows  
how to break old  
habits and reform  
the behaviours of  
a workforce to  
embed digital  
transformation,  
achieve  
organizational  
agility and ensure  
high performance.

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Full of practical  
advice, examples  
and real-life  
insights from  
organizational  
development  
professionals at  
the leading edge  
of digital  
transformation,  
this book is an  
essential guide to

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building an agile  
business.

This research-  
oriented book  
presents key  
contributions on  
architecting the  
digital  
transformation. It  
includes the  
following main  
sections covering

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20 chapters: ·  
Digital  
Transformation ·  
Digital Business ·  
Digital  
Architecture ·  
Decision Support ·  
Digital  
Applications  
Focusing on  
digital  
architectures for

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smart digital products and services, it is a valuable resource for researchers, doctoral students, postgraduates, graduates, undergraduates, academics and practitioners interested in



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Learning  
Organizations  
Catalysts,  
Roadmap,  
Practice  
A CxO's Guide to

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Transform Your  
Organization  
Digital  
Transformation  
in Accounting  
is a critical  
guidebook for  
accountancy and  
digital  
business  
students and  
practitioners

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to navigate the effects of digital technology advancements, digital disruption, and digital transformation on the accounting profession.

Drawing on the

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latest  
research, this  
book: Unpacks  
dozens of  
digital  
technology  
advancements,  
explaining what  
they are and  
how they could  
be used to  
improve  
accounting

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practice.

Discusses the  
impact of

digital

disruption and

digital

transformation

on different

accounting

functions,

roles, and

activities.

Integrates

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systems  
concepts and  
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array of real-

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world case studies, simulated problems, quizzes, group and individual exercises, as well as supplementary electronic resources. Provides a framework and a



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set of tools to  
prepare the  
future

accounting  
workforce for  
the era of  
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resource for  
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accounting  
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systems, and  
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courses, as  
well as for  
accountants,  
accounting  
educators, and  
accreditation /  
advocacy  
bodies.

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The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an

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otherwise  
chaotic  
society.

Digital  
technologies  
have become  
omnipresent in  
our lives and  
we still do not  
fully know how  
to make the  
best use of the  
data these

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technologies  
could harness.

Businesses  
leveraging big  
data  
appropriately  
could  
definitely gain  
a sustainable  
competitive  
advantage. With  
a balanced mix  
of texts and

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cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of

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the yet  
unfolding  
technological  
revolution and  
proposes  
alternatives  
for harnessing  
disruptive  
technologies  
for the greater  
benefit of all.  
This book will  
have wide

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appeal to  
academics in  
technology  
management,  
strategy,  
marketing, and  
human resource  
management.  
One book for  
the entire  
journey: How to  
digitally  
transform your



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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

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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

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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

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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.

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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

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framework for continual innovation, allowing you to produce results immediately and grow change incrementally across your organization.

In Digital Transformation, Herbert draws

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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

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the World  
Wildlife Fund,  
Morgan Stanley,  
Royal Caribbean  
Cruises, the  
United Nations  
High Commission  
for Refugees,  
the  
Rijksmuseum,  
the American  
Cancer Society,  
The Guardian,



# Get Free The Digital Transformation Of Harvard The Automotive Industry, University, and many others.

Rethink your  
business for  
the digital  
age. Every  
business begun  
before the  
Internet now  
faces the same  
challenge: How  
to transform to

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compete in a  
digital  
economy?  
Globally  
recognized  
digital expert  
David L. Rogers  
argues that  
digital  
transformation  
is not about  
updating your  
technology but

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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

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world, The  
Digital  
Transformation  
Playbook shows  
how pre-digital-  
era companies  
can  
reinvigorate  
their game  
plans and  
capture the new  
opportunities  
of the digital

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world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data,

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innovation, and  
value. He  
reveals how to  
harness  
customer  
networks,  
platforms, big  
data, rapid exp  
erimentation,  
and disruptive  
business  
models—and how  
to integrate

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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

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the New York  
Times. With  
The Automotive  
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practical  
frameworks and  
nine step-by-  
step planning  
tools, he  
distills the  
lessons of  
today's  
greatest  
digital  
innovators and



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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

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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

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Marketing in  
Industry  
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Era  
Understanding  
the Strategic  
Process  
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Thrive in an  
Era of Mass  
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Business,

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Support,  
Management

Extending the  
Traditional  
Delivery Model

***Is digitalization a  
value-added  
approach? Global  
leaders believe so,  
and this book  
reveals how to***

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***digitally transform  
your business  
model and compete  
in today's economy.  
It presents a  
roadmap consisting  
of five phases;  
Digital Reality,  
Digital Ambition,  
Digital Potential,  
Digital Fit, and  
Digital  
Implementation,  
each with step-by-***

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***step instructions as well as innovative activities and tools. This is a timely book offering professionals a concise, tried-and-trusted guide to the digital transformation of business models. Digital Strategy: A Guide to Digital Business***

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***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***



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***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***

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***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***

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***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***

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transformation by  
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insights and  
experiences from  
organizations  
adapting their  
approaches to life in  
the digital world.  
Business leaders,  
industry strategists,***

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***academics, and  
policy makers are all  
scrambling to make  
sense of digital  
transformation, and  
to define strategies  
for success in our  
increasingly digital  
economy. This book  
provides today's  
leaders, managers,  
and practitioners  
with the tools for  
understanding,***

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leading, and  
The Automotive  
Industry  
delivering in the  
digital age. »What I  
see here is an  
excellent survey of  
the best thinking on  
Digital  
Transformation. It's  
a book I wish I had  
written.« Brad  
Power, Process  
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*introduction to key*  
*technology trends,*  
*organisational and*  
*social impact as well*  
*as a glimpse of the*  
*future.« Petrina*  
*Steele, Equinix »A*  
*thoroughly*

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*enjoyable read. A great synthesis of many different sources that I'm sure will be an invaluable guide for managers.« Richard Sargeant, faculty.ai*  
*This book highlights the opportunities and risks of digitalization and digital transformation for*



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*our global economy  
at both the micro  
and macro level.*

*Experts from  
various fields,  
presenting both  
scientific and  
practice-oriented  
perspectives,  
identify and  
critically analyse  
areas of tension and  
development  
potential in*

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***connection with new  
business models  
and sustainability  
efforts in our  
society. It is divided  
into four parts, the  
first of which  
highlights new  
technological  
advances in areas  
such as blockchain,  
cryptocurrencies  
and fintechs, and  
discusses the***

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***challenges they pose for public regulation. The second part illustrates digitalization's effects on and potential advantages for public welfare, focusing on key areas such as education, health and smart cities.***

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***The third part focuses on challenges for corporate and public management, particularly for leadership and Corporate Social Responsibility, while the fourth part discusses new dimensions for analysis based on big data. The***

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**contributions**  
**gathered here are**  
**partly an outcome of**  
**the International**  
**Conference on**  
**Digitalization, Digital**  
**Transformation and**  
**Sustainability held**  
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achieve it in  
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guidance for

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organized into a  
proven industry  
framework for  
adoption. Next,  
they offer end-  
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of the full  
project  
lifecycle,  
walking readers  
through  
planning,  
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designing,

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insights into  
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technological,  
and operational  
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(AI), and the  
Internet of  
Things (IoT) Book  
Description  
Digital  
transformation  
requires the  
ability to  
identify  
opportunities  
across  
industries and

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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

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**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**

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delve into  
advanced topics  
relating to  
overcoming  
various  
challenges.

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will take you  
through case

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private and  
public sector  
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private sector  
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such as  
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manufacturing in  
detail and get  
to grips with  
public sector

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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

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create a  
playbook that  
can ensure  
success in  
digital  
transformation.

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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



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Digital  
Transformation Of  
digital  
The Automotive  
transformation  
Industry  
and its  
important  
aspectsExplore  
the skills that  
are needed to  
execute the tran  
sformationFocus  
on the concepts  
of Digital  
Thread and  
Digital  
TwinUnderstand

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The Automotive  
Industry  
how to leverage  
the ecosystem  
for successful t  
ransformationGet  
to grips with  
various case  
studies spanning  
industries in  
both private and  
public  
sectorsDiscover  
how to execute  
transformation  
at a global

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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

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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

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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.

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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.

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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,

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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



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Transformation Of  
organization and  
The Automotive  
Industry  
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

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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

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Transformation Of  
you harness  
these  
technologies to  
enable your  
digital  
transformation  
scenarios.  
Throughout the  
book we have  
also included  
industry  
statistics,  
expert opinions,  
business use

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cases, and customer stories. The book is organized into the following chapters to help you learn in a systematic way:  
Chapter 1:  
Digital Transformation  
This chapter provides an introduction

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Transformation Of  
and overview of  
The Automotive  
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

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your  
The Automotive  
transformation  
initiatives,  
review key  
challenges, and  
reasons for  
digital  
transformation  
failures.

Chapter 2: Cloud  
Computing  
This  
chapter outlines  
Cloud Computing  
history, core

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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

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Cloud computing.  
Chapter 3: Azure  
Cloud

Services This  
chapter dives  
specifically  
into Microsoft  
Azure Cloud and  
outlines the key  
services and  
tools it offers.  
Basic Azure  
IaaS, PaaS and  
DBaaS services



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Transformation Of  
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

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**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**

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Transformation Of  
The Automotive  
Industry

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

# Get Free The Digital Transformation Of Intelligence This The Automotive chapter explores Artificial

Intelligence, it  
benefits and  
business use  
cases. Azure AI  
platform  
services  
available are  
explored such as  
Azure Cognitive  
services, Bot  
services,

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Transformation Of  
Cognitive Search  
The Automotive  
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

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Transformation Of  
around AI  
The Automotive  
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

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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

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along with  
The Automotive  
building  
Industry  
customized  
solutions.

Chapter  
concludes with  
IoT challenges  
and the future  
of this  
technology.

Chapter 7: Block  
chain Overview of  
Blockchain and  
its business



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uses for various  
The Automotive  
industries.

Enterprise  
Blockchain is  
discussed in  
detail and Azure  
Blockchain  
services are  
introduced and  
how they can be  
used for  
enterprise  
scenarios.

Chapter also

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explores various challenges this technology faces along with where this technology is heading in the future.

This book aims to inform the non-IT specialist about the technological revolution that

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is taking place  
and,  
specifically,  
how the digital  
component of it  
is affecting our  
lives. It is  
hoped that this  
information will  
fill possible  
information gaps  
in readers'  
mental model,  
enabling them to

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Transformation Of  
make better-  
The Automotive  
informed  
Industry  
decisions. This  
book can also be  
used as a  
textbook in a  
stand-alone  
introductory  
course to the  
digital  
revolution and  
its effects on  
society. The  
course could be

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used in both  
bachelor and  
master degree  
programs in  
business  
management,  
healthcare  
management,  
sociology, or  
any other non-IT  
programs.

Chapter 1. This  
chapter,  
although the

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longest, is a  
brief review of  
the interactions  
between  
technology,  
economy, and  
politics. The  
subject is a  
much neglected  
one, and I  
believe that  
understanding of  
these  
interactions is

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vital for  
The Automotive  
understanding  
Industry  
the underlying  
causes of some  
of our most  
important  
pressing issues.  
The chapter  
discusses the  
interactions  
between  
technologies,  
economy, and  
politics,

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examining the  
effect of  
technologies on  
economic  
development and  
political  
ideologies.  
Chapter 2. This  
chapter deals  
with  
technological  
revolutions in  
general and the  
digital



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revolution in  
particular. I  
shall discuss  
the components  
of the digital  
economy. These  
being:

knowledge,  
digitisation,  
virtualisation,  
molecularization  
, integration/in  
ternetworking, d  
isintermediation

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, convergence,  
The Automotive  
innovation,  
Industry  
sharing economy,  
immediacy, and  
discordant. In  
addition, we  
shall examine  
the disruptors  
that are  
changing the  
face of  
competition in  
the marketplace.  
Chapter 3. This

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chapter deals  
with digital  
transformation,  
i.e., the  
process of using  
digital  
technology in  
all areas of  
business,  
changing the way  
the businesses  
operate and  
deliver value to  
their customers.

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We shall examine models for dealing with digital transformation. Chapter 4. We shall examine one of the most important developments of the 21st century, namely the advancements in Artificial

Get Free The  
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Transformation Of  
Intelligence  
(AI). We shall  
look at how the  
human brain  
works and what  
is intelligence.  
We shall look at  
the artificial  
neural networks,  
machine  
learning, and  
deep learning.  
We shall also  
look at the

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Industry

deployment of AI  
in various  
fields such as  
healthcare,  
finance, Natural  
Language  
Processing  
(NPL), news  
media, and  
warfare. Chapter  
5. This chapter  
deals with one  
of the most  
controversial

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The Automotive  
Industry  
and yet  
promising  
developments in  
finance and  
distributed  
secure  
databases,  
namely  
cryptocurrencies  
and blockchains.  
This subject is  
divided into two  
parts - the  
first part deals

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Transformation Of  
with the cryptoc  
The Automotive  
Industry  
urrencies, and  
their viability  
as currencies.

One of the most  
popular cryptocu  
urrencies, the  
Bitcoin, will be  
examined in  
depth. The  
second part is  
somewhat  
technical and  
deals with the



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inner workings  
of the  
blockchains. As  
with cryptocurre  
ncies, many see  
a bright future  
for the  
blockchains,  
especially in  
the form of  
smart contracts.  
Many believe  
that blockchains  
will be of great

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value in areas  
The Automotive  
such as finance,  
Industry  
handling  
contracts,  
healthcare and  
more. Blockchain  
promises to  
bring disinterme  
diation to many  
industries and  
thereby reduce  
costs. Chapter  
6. Technological  
revolutions tend

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to disrupt the lives of many middle-aged and older workers. New technologies give birth to new industries, destroying the old industries in the process. New technologies often require special skills that the old

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Transformation Of  
industry workers  
do not possess.

The laid-off  
workers of the  
old industries  
can seldom find  
jobs in new  
industries since  
the new  
industries often  
rely on new  
technologies and  
skills that the  
old-industry

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workers do not possess. These workers need training, something that the prospective employers do not provide. Also, the new technologies, including AI, are automating many tasks, reducing the

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need for human workers. This chapter discusses the issue of automation and its effect on employment. Additionally, the type of jobs that are in danger of automation is discussed as

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well. Chapter 7.

While chapter

six discussed

the employment

situation,

chapter seven

considers the

type of

education

required by the

new industries.

Also, the

weaknesses of

the existing

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Transformation Of  
educational  
The Automotive  
system are  
Industry:  
considered, and  
alternative  
systems are  
proposed.

Chapter 8.

History tells us  
that whenever  
there has been a  
technological  
revolution, it  
has been  
accompanied by a



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shift in power,  
both nationally  
and  
internationally.  
The global shift  
of power has  
seldom been a  
peaceful affair.  
It often has  
resulted in  
major wars and  
global  
reorientation.  
This chapter

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discusses the possibility of the global shift of power.

Currently, there are not that many countries or entities that can be considered as contenders. Of the three, Russia, European Union, and

# Get Free The Digital Transformation Of China, only one, The Automotive

China, is  
considered to  
have any chance  
of wresting  
power from the  
United States.  
The  
technological,  
economic and  
military power  
of China is  
compared and  
contrasted with

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the United  
States' .

Digital Business  
Transformation  
Digital  
Transformation  
The Digital  
Transformation  
of Logistics  
The Digital  
Capability Model  
Building the  
Agile Business  
through Digital

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The Automotive  
Industry  
Digitalization,  
Digital  
Transformation  
and  
Sustainability  
in the Global  
Economy  
Digital Strategy  
Automation, the  
Gig Economy and  
Welfare  
This textbook

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offers a  
unique  
combination of  
theory,  
practical  
applications  
and case  
studies on  
digital  
transformation  
strategies.

Digital

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Industry

transformation  
is the process  
of changing  
conventional  
business  
models enabled  
by digital  
technologies.  
This involves  
strategically  
deploying  
digital

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technologies  
to create  
differential  
value of an  
organization.

Digital  
transformation  
encompasses  
strategy  
changes,  
business model  
innovation,



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product and  
process  
innovation,  
and  
organizational  
innovation,  
all wrapped in  
a layer of  
newer  
technologies.  
This textbook  
helps define

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transformation  
and  
digitalization  
and contrasts  
them with  
digitization  
and  
automation.

The book also  
presents a  
comprehensive  
digital

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strategy  
The Automotive  
framework and  
Industry  
describes each  
of its  
elements  
through  
several  
examples and  
exhibits. It  
provides  
useful  
insights into

# Get Free The Digital Transformation Of industry- specific cases,

suggests  
detailed  
templates for  
digital implem  
entation, and  
describes the  
risks in  
execution of  
digitalization

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and potential  
mitigation  
strategies.

Key Features:

- Covers all  
the key  
aspects of  
digital  
transformation  
required to  
build a career  
in consulting

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and  
The Automotive  
Industry  
implementation  
of digital  
strategy in  
business -  
Cases and  
examples from  
multiple  
industrial  
sectors to aid  
understanding  
of real-life

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practices and  
implementation  
of digital  
transformation  
- Structured  
in a reader-  
friendly  
manner to  
engage  
students,  
instructors,  
and junior and

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mid-level  
executives -  
Assumes no  
prior  
understanding  
of strategy,  
product  
development or  
process  
innovation  
The digital  
transformation



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Industry

is in full  
swing and  
fundamentally  
changes how we  
live, work,  
and  
communicate  
with each  
other. From  
retail to  
finance, many  
industries see

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an inflow of  
new  
technologies,  
disruption  
through  
innovative  
platform  
business  
models, and  
employees  
struggling to  
cope with the

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Industry

significant  
shifts  
occurring.

This Fourth  
Industrial  
Revolution is  
predicted to  
also transform  
Logistics and  
Supply Chain  
Management,  
with delivery

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Transformation Of  
systems  
The Automotive  
becoming  
Industry  
automated,  
smart networks  
created  
everywhere,  
and data being  
collected and  
analyzed  
universally.  
The Digital  
Transformation

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Transformation Of  
of Logistics:  
The Automotive  
Demystifying  
Industry  
Impacts of the  
Fourth  
Industrial  
Revolution  
provides a  
holistic  
overview of  
this vital  
subject  
clouded by

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buzz, hype,  
and misinforma  
tion. The book  
is divided  
into three the  
med-sections:  
Technologies  
such as self-  
driving cars  
or virtual  
reality are  
not only

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electrifying  
science  
fiction lovers  
anymore, but  
are also  
increasingly  
presented as  
cure-all  
remedies to  
supply chain  
challenges. In  
The Digital

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Transformation Of  
The Automotive  
Industry

Transformation  
of Logistics:  
Demystifying  
Impacts of the  
Fourth  
Industrial  
Revolution,  
the authors  
peel back the  
layers of  
excitement  
that have



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Industry

grown around  
new  
technologies  
such as the  
Internet of  
Things (IoT),  
3D printing,  
Robotic  
Process  
Automation  
(RPA),  
Blockchain or

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Cloud computing, and show use cases that give a glimpse about the fascinating future we can expect.

Platforms that allow businesses to

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centrally  
acquire and  
manage their  
logistics  
services  
disrupt an  
industry that  
has been relat  
ionship-based  
for centuries.  
The authors  
discuss smart

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contracts,  
which are one  
of the most  
exciting  
applications  
of Blockchain,  
Software as a  
Service (SaaS)  
offerings for  
freight  
procurement,  
where numerous

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The Automotive  
Industry

data sources  
can be  
integrated and  
decision-  
making  
processes  
automated, and  
marine  
terminal  
operating  
systems as an  
integral node

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Transformation Of  
for shipments. Of  
In The Digital  
The Automotive  
Industry  
Transformation  
of Logistics:  
Demystifying  
Impacts of the  
Fourth  
Industrial  
Revolution,  
insights are  
shared into  
the cold chain

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The Automotive  
Industry

industry where  
companies  
respond to  
increasing  
quality  
demands, and  
how European  
governments  
are  
innovatively  
responding to  
challenges of

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cross-border  
eCommerce.

People are a  
vital element  
of the digital  
transformation  
and must be on  
board to drive  
change. The  
Digital  
Transformation  
of Logistics:



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Transformation Of  
Demystifying  
The Impacts of the  
Automotive  
Industry  
Fourth

Industrial  
Revolution  
explains how  
executives can  
create  
sustainable  
impact and how  
competencies  
can be managed

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Transformation Of  
in the digital  
The Automotive  
age -  
Industry  
especially for  
sales  
executives who  
require urgent  
upskilling to  
remain  
relevant. Best  
practices are  
shared for  
organizational

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culture  
change,  
drawing on  
studies among  
senior leaders  
from the US,  
Singapore,  
Thailand, and  
Australia, and  
for managing  
strategic  
alliances with

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providers to  
offset risks  
and create cro  
ss-functional,  
cross-company  
transparency.

The Digital  
Transformation  
of Logistics:  
Demystifying

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Impacts of the  
Fourth  
Industrial

Revolution

provides

realistic

insights, a

ready-to-use

knowledge

base, and a

working

vocabulary

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about current  
activities and  
emerging  
trends of the  
Logistics  
industry.

Intended  
readers are  
supply chain  
professionals  
working for  
manufacturing,

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trading, and  
freight  
forwarding  
companies as  
well as  
students and  
all interested  
parties.

This practical  
book in  
instrumental  
analytics

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conveys an overview of important methods of analysis and enables the reader to realistically learn the (principally technology-independent)



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techniques the  
analytical  
chemist uses  
to develop  
methods and  
conduct  
validation.

What is to be  
conveyed to  
the student is  
the fact that

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analysts in  
their capacity  
as problem-  
solvers  
perform  
services for  
certain groups  
of customers,  
i.e., the  
solution to  
the problem  
should in any

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case be processed in such a way as to be "fit for purpose". The book presents sixteen experiments in analytical chemistry laboratory courses. They

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consist of the  
classical  
curriculum  
used at  
universities  
and  
universities  
of applied  
sciences with  
chromatographi  
c procedures,  
atom

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The Automotive  
Industry

spectrometric  
methods,  
sensors and  
special  
methods (e.g.  
field flow  
fractionation,  
flow injection  
analysis and N-  
determination  
according to  
Kjeldahl). The

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carefully  
chosen  
combination of  
theoretical  
description of  
the methods of  
analysis and  
the detailed  
instructions  
given are what  
characterizes  
this book. The

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Transformation Of  
instructions  
to the  
experiments  
are so  
detailed that  
the  
measurements  
can, for the  
most part, be  
taken without  
the help of  
additional

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his decades of  
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and project  
manager in the  
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industry, the  
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develops  
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s for action regarding the digital transformation of the automotive and supplier industries. At the heart is the transition from a vehicle-focused to a m



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obility-  
oriented  
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change, four  
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The Digital Age is  
having a broad and  
profound impact on

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organization to deal  
with speed and  
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generation  
technology capability  
as a core  
differentiator

The legendary Silicon  
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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

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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

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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

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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

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This is not a theory book that discusses academic concepts of the digital capability, but rather a practical field book that describes the proven digital capabilities as the building blocks of digital transformation and the approach to assessment and



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improvement of the  
digital capabilities to  
achieve successful  
digital

transformation. This  
book therefore caters  
best for digital  
'practitioners'  
including IT  
professionals,  
marketers and sales  
reps as well as digital  
consultants and

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digital planners. The Digital Capability Model in this book consists of 12 mega capabilities and 77 capabilities, where a mega capability is comprised of a set of capabilities. This book is organized to describe the CAPABILITIES and their MATURITY

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LEVELS individually according to the taxonomy of the Model. A digital capability is defined in this book as an organizational capacity to produce intended business outcome by combining process, people and technology elements

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in a way that is unique to each organization. Process element includes process flow, input & output information, and business rules & policies. People element includes organizational structure, and roles, responsibilities & skills. Technology

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element includes applications, data, and infrastructure around digital technology. The Social Listening capability is for example defined as an organizational capacity to understand what users are talking about on social media

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and use that for business by combining its well-defined processes, people, and technologies. The Model is comprehensive in scope, making it best suited for those who desire to have a broad understanding of the entire scope of digital

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capabilities and wish to obtain the cross-boundary, multi-disciplinary knowledge across business and technology. "Many organizations find it difficult to establish a robust yet agile framework for their digital operations. This book is all about

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a ready-made, yet highly-customizable solution to this challenge. The author suggests thinking of digital capabilities as the building blocks for digital transformation and describes each capability in great detail. Organizations can simply pick and



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choose those digital capabilities they consider relevant to them, to build their own digital framework. Reading this book and following the steps will put you firmly on the road to achieving dominance in the digital space and providing your

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customers with consistent, memorable user experiences that will keep them coming back for more." - David Lee, Director Process Innovation, Samsung America. "I was lucky enough to be there when Jace first started to codify his wholistic

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understanding of  
digital operations into  
the Digital Capability  
Model. As I read

through this book  
four years later, I  
again see the clarity  
of his

communication, the  
value of his expansive  
perspective and the  
sheer usefulness of  
this tool. The Model

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is thorough and intricate, well thought out and well explained. The value of this whole of capability model is tremendous and should become the standard against which digital business is measured." - Nick Crowther, Managing Director, Freerange

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Future (Webby Awards and SXSW Interactive Awards winner). "A must read for anyone already involved in digital transformation, or wanting to learn how best they can implement and improve their digital operations. Rather

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than delivering generic and superficial statements about digital transformation, this book covers the essentials of proven digital capabilities and shows you how to use these to implement digital transformation practically. The

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unified model of  
Digital Capabilities  
provides a crash  
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all the various aspects  
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significantly." Jay  
Jung, Customer &  
Digital Adviser, Ernst  
& Young.

What do vehicle  
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ThyssenKrupp, and a hygiene goods manufacturer like Hagleitner all have in common? They all use the potential of digitization to offer smarter and faster services to customers and to actively shape the digital transformation of their business models.

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This book provides valuable insights with concise and established guidelines for the successful digital transformation of business models.

Professionals in management, strategic planning, business development, as well as researchers and

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students from the fields of innovation/technology management, strategic management, and entrepreneurship would particularly benefit from this book.

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Pandemic, Lockdown,  
The Automotive  
and Digital  
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How Consumerism,  
Technology and  
Pandemic are  
Accelerating the  
Future

*In this book, leading  
CEOs, CIOs and  
experts from  
international  
corporations explore*

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*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*

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*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*

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*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*



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*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*

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Dilemma: How to  
Energize Your Core  
Business While  
Building Disruptive  
Products and  
Services, the authors  
show companies how*

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*to go digital while also advancing their core business. The book emphasizes how to strike a difficult balance between establishing a new (digital) business and re-vitalizing – and digitizing – the legacy business. The core of the book is focused on the actual implementation of the*

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*digital transformation  
across both  
businesses, providing  
concrete tips, tricks,  
tools and action plans  
across six key  
dimensions: Crafting  
a flexible organization  
Using technology as a  
driver Designing the  
necessary processes  
Building  
transformational  
leaders "Right-*

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*skilling” the workforce  
of the future*

*Galvanizing cultural  
change The Digital  
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*Dilemma is a very  
visual book, filled with  
dozens of engaging  
illustrations that bring  
the contained  
concepts to life on the  
page. Based on 100+  
interviews with senior  
executives at leading*

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*companies (such as Nestlé, Novartis, Volkswagen, BNP Paribas, BASF and Michelin) and smaller hidden champions, numerous illuminating case studies, and the authors' own experience from working in international management consulting and years*

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*of academic  
experience, the book  
highlights the  
fundamental  
principles required for  
executives and  
businesspeople to  
transform legacy  
organizations into  
digitally empowered  
companies.*

*This book is a  
reference guide for  
healthcare executives*

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*and technology providers involved in the ongoing digital transformation of the healthcare sector. The book focuses specifically on the challenges and opportunities for health systems in their journey toward a digital future. It draws from proprietary research and public*



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information, along  
with interviews with  
over one hundred and  
fifty executives in  
leading health  
systems such as  
Cleveland Clinic,  
Partners, Mayo,  
Kaiser, and  
Intermountain as well  
as numerous  
technology and retail  
providers. The  
authors explore the

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*important role of  
technology and that of  
EHR systems, digital  
health innovators, and  
big tech firms in the  
ongoing digital  
transformation of  
healthcare.*

*Importantly, the book  
draws on the  
accelerated learnings  
of the healthcare  
sector during the  
COVID-19 pandemic*

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*in their digital transformation efforts to adopt telehealth and virtual care models. Features of this book: Provides an understanding of the current state of digital transformation and the factors influencing the ongoing transformation of the healthcare sector. Includes interviews*

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*with executives from leading health systems. Describes the important role of emerging technologies; EHR systems, digital health innovators, and more. Includes case studies from innovative health organizations.*

*Provides a set of templates and frameworks for*

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*developing and implementing a digital roadmap. Based on best practices from real-life examples, the book is a guidebook that provides a set of templates and frameworks for digital transformation practitioners in healthcare.*

*Digital Technologies are impacting society*

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*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*

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*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*

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*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*



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*to a successful  
transformation from a  
traditional 20th  
century business to a  
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*An Executive Guide  
To Survive and Thrive  
In The New Economy  
77 Building Blocks of  
Digital Transformation  
Industrial Digital  
Transformation  
Through a series of  
studies, the  
overarching aim of  
this book is to*

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*investigate if and  
how the digitalization/digital  
transformation  
process causes (or  
may cause) the  
autonomy of  
various labor  
functions, and its  
impact in creating  
(or stymieing)  
various job  
opportunities on  
the labor market.*

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***This book also seeks to illuminate what actors/groups are mostly benefited by the digitalization/digital transformation and which actors/groups that are put at risk by it. This book takes its point of departure from a 2016 OECD report***

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***that contends that  
the impact  
digitalization has  
on the future of  
labor is  
ambiguous, as on  
the one hand it is  
suggested that  
technological  
change is labor-  
saving, but on the  
other hand, it is  
suggested that  
digital***

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***technologies have  
not created new  
jobs on a scale that  
it replaces old jobs.  
Another 2018  
OECD report  
indicated that  
digitalization and  
automation as such  
does not pose a  
real risk of  
destroying any  
significant number  
of jobs for the***

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***foreseeable future, although tasks would by and large change significantly. This would affects welfare, as most of its revenue stems from taxation, and particularly so from the taxation on labor (directly or indirectly). For this reason, this***

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***book will set out to explore how the future technological and societal advancements impact labor conditions. The book seeks to provide an innovative, enriching and controversial take on how various***



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***aspects of the  
labor market can  
be (and are)  
affected the  
ongoing  
digitalization trend  
in a way that is not  
covered by extant  
literature. As such,  
this book intends  
to cater to a wider  
readership, from a  
general audience  
and students, to***

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***specialized  
professionals and  
academics wanting  
to gain a deeper  
understanding of  
the possible future  
developments of  
the labor market in  
light of an  
accelerating digital  
ization/digital  
transformation of  
society at large.***

***The recent surge of***

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***interest in “digital transformation” is changing the business landscape and posing several challenges, both organizational and sectoral. This transformation involves the application of digital technology in all aspects of business, and***

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*enables*  
The Automotive  
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*organizations to  
create new  
products and  
services, and to  
find more efficient  
ways of doing  
business.*

*Moreover, the  
digital  
transformation is  
happening within  
and across  
organizations of all*

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***types and in every industry, producing a disruptive innovation that can break down the barriers between people and organizations, and help create more adaptive processes. In the information age, it is imperative for***

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***organizations to develop IT-related capabilities that allow them to leverage the potential of digital technologies. Due to the pervasive effects of this transformation on processes, firms and industries, both scholars and practitioners are***

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***interested in better  
understanding the  
key mechanisms  
behind the  
emergence and  
evolution of the  
digital business  
transformation.  
This book presents  
a collection of  
research papers  
focusing on the  
relationships  
between***

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***technologies (e.g.,  
digital platforms,  
AI, blockchain,  
etc.), processes  
(e.g., decision-  
making, co-  
creation, financial,  
compliance, etc.),  
and organizations  
(e.g., smart  
organizations,  
digital ecosystems,  
Industry 4.0,  
collaborative***



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***networked organizations, etc.), which have been categorized into three major areas: organizing, managing and controlling. It also provides critical insights into how the digital transformation is enhancing organizational***

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*processes and  
firms' performance  
through an  
exploration and  
exploitation of  
internal resources,  
and through the  
establishment of  
external  
connections and  
linkages. The  
plurality of views  
offered makes this  
book particularly*

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*relevant for users,  
companies,  
scientists, and  
governments. The  
content of the book  
is based on a  
selection of the  
best papers  
(original double-  
blind peer-  
reviewed  
contributions)  
presented at the  
annual conference*

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***of the Italian  
chapter of the AIS,  
which was held in  
Naples, Italy in  
September 2019.  
This book provides  
practising  
executives and  
academics with the  
theories and best  
practices to plan  
and implement the  
digital  
transformation***

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**successfully. Key  
benefits: an  
overview on how  
leading companies  
plan and  
implement digital  
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interviews with  
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leading companies  
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on business  
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implications of the  
digital  
transformation  
tools and insights  
into how to  
overcome internal  
resistance, build  
digital capabilities,*

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***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***



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***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***

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***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***

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*marketing.*

*This book devises  
an alternative  
conceptual  
framework to  
understand digital  
transformation in  
the cultural  
heritage sector. It  
achieves this by  
placing a high  
importance on the  
role of technology  
in the strategic*

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***process of  
modeling and  
developing cultural  
services in the  
digital era. The  
focus is on how  
marketing  
activities and  
customer  
processes are  
being transformed  
by digital  
technologies to  
create better value,***

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***which can also be communicated to customers through an engaged and personalized approach. Much of the digital debate in cultural heritage is still in infancy. Some existing studies are anecdotal and often developed within the domain***

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***of established research streams, including studies with some technological aspects addressed partially and from an episodic or periodic perspective. Moreover, the critical changes that have emerged in the cultural***

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*management*  
*landscape are yet*  
*to be highlighted.*  
*This book fills that*  
*gap and provides a*  
*perspective on the*  
*cultural heritage*  
*sector, which uses*  
*the new social and*  
*technology*  
*landscape to*  
*describe the digital*  
*transformation in*  
*cultural heritage*

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***sectors. The authors highlight an inclusive perspective that addresses marketing strategy in the digital era as a proactive, technology-enabled process by which firms collaborate with customers to jointly create, communicate,***



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*deliver, and sustain  
experience and  
value co-creation.*

*Guiding the  
Successful  
Digitalization of  
Your Business  
Model  
Enterprise Digital  
Transformation  
Digital  
Transformation in  
Accounting  
Accelerate digital*

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Industry  
**transformation  
with business  
optimization, AI,  
and Industry 4.0  
Organizing,  
Managing and  
Controlling in the  
Information Age  
Digital  
Transformation  
Using Emerging  
Technologies  
The Digital  
Transformation of**

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*the Automotive  
Industry  
Theory and  
Practice  
The  
unprecedented  
Covid-19 crisis  
revealed the  
scale and scope  
of a new type of  
economy taking  
shape in front  
of our very*

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***eyes: the  
digital  
economy. This  
book presents a  
concise  
theoretical and  
conceptual  
framework for a  
more nuanced  
analysis of the  
economic and  
sociological  
impacts of the***

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***technological  
disruption that  
is taking place  
in the markets  
of goods and  
services, labour  
markets, and  
the global  
economy more  
generally. This  
interdisciplinary  
work is a  
must for***

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**researchers and  
students from  
economics,  
business, and  
other social  
science majors  
who seek an  
overview of the  
main digital  
economy  
concepts and  
research. Its  
down-to-earth**

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***approach and  
communicative  
style will also  
speak to  
businesses  
practitioners  
who want to  
understand the  
ongoing digital  
disruption of  
the market  
rules and  
emergence of***

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***the new digital  
business  
models. The  
book refers to  
academic  
insights from  
economics and  
sociology while  
giving  
numerous  
empirical  
examples  
drawn from***



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***basic and  
applied  
research and  
business. It  
addresses  
several burning  
issues: how are  
digital  
processes  
transforming  
traditional  
business  
models? Does***

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*intelligent  
automation  
threaten our  
jobs? Are we  
reaching the  
end of  
globalisation as  
we know it?  
How can we  
best prepare  
ourselves and  
our children for  
the digitally*

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**transformed  
world? The  
book will help  
the reader gain  
a better  
understanding  
of the  
mechanisms  
behind the  
digital  
transformation,  
something that  
is essential in**

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***order to not  
only reap the  
plentiful  
opportunities  
being created  
by the digital  
economy but  
also to avoid its  
many pitfalls.  
Emerging  
technologies  
are having a  
profound***

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*impact upon  
business as  
individuals and  
organisations  
increasingly  
embrace the  
benefits of the  
'always on'  
attitude that  
digital  
technologies  
produce. The  
use of the web,*

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***apps, cloud  
storage, GPS  
and Internet-  
connected  
devices has  
transformed  
the way we  
live, learn, play  
and interact -  
yet how a  
business can  
fully benefit  
from this***

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**transformation  
is not always  
clear. In**

**response, this  
book enables  
students and  
business  
leaders to take  
a strategic and  
sustainable  
approach to  
realising the  
value of digital**

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***technologies. It  
offers results-  
driven solutions  
that  
successfully  
transform  
organisations  
into data-  
driven, people-  
focused  
businesses  
capable of  
sustainably***



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***competing at a  
global level.  
Split across  
four key parts,  
the material  
moves through  
understanding  
digital business  
to planning,  
implementing  
and assessing  
digital  
transformation.***

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***The current challenges facing all small organisations, including limited resources, financial pressures and the lack of dedicated IT departments, are explored.***

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***The authors  
consider the  
ways in which  
innovation can  
increase  
competitive  
advantage, how  
innovative  
business  
models can  
create new  
opportunities  
and how a data-***

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*driven*  
*perspective can*  
*release*  
*embedded*  
*value within the*  
*organisation.*  
*Contemporary*  
*international*  
*case studies*  
*and examples*  
*throughout*  
*each chapter*  
*bridge theory*

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***with practical  
application and  
systematically  
document the  
patterns of  
activities that  
enable success.  
This textbook is  
a vital resource  
for  
postgraduate  
and  
undergraduate***

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***students of  
digital  
business,  
innovation and  
transformation.  
By showing how  
to initiate  
digital  
transformation  
across an  
organisation, it  
will prepare  
business***

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**owners,  
directors and  
management of  
small- and  
medium-sized  
businesses to  
take strategic  
advantage of  
new and  
emerging  
technologies to  
stay ahead of  
their**

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**competition.**

**This book  
discusses the  
opportunities  
and conditions  
that digital  
technology  
provides to  
extend,  
innovate and  
differentiate  
the services  
offered by**



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**consulting  
companies. It  
introduces  
suitable  
artefacts like  
web-based  
consulting  
platforms,  
consulting  
applications,  
semantic  
technologies  
and tools for**

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Industry

***data mining  
and  
collaboration.***

***Furthermore it  
examines  
concepts to  
evaluate the  
virtualization of  
consulting  
processes and  
showcases how  
solutions can  
be developed to***

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*blend*  
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*consulting  
models.*

*Presenting  
state-of-the-art  
research and  
providing a  
comprehensive  
overview of the  
methods and  
techniques*

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*needed for*  
The Automotive  
*digital*  
Industry  
*transformation*  
*in the*  
*consulting*  
*industry, the*  
*book serves as*  
*both a guide*  
*and a roadmap*  
*for innovative*  
*consulting*  
*companies.*  
*Fuel your*

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**business'**  
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**transition into  
the digital age  
with this  
insightful and  
comprehensive  
resource Digital  
Business  
Transformation:  
How  
Established  
Companies  
Sustain**

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**Competitive  
Advantage  
offers readers a  
framework for  
digital business  
transformation.  
Written by  
Nigel Vaz, the  
acclaimed CEO  
of Publicis  
Sapient, a  
global digital  
business**

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**transformation  
company,  
Digital Business  
Transformation  
delivers  
practical advice  
and  
approachable  
strategies to  
help businesses  
realize their  
digital  
potential.**

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**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**



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*includes*  
The Automotive  
Industry  
*discussions of:*  
**How to decide  
whether to  
defend,  
differentiate, or  
disrupt your  
organization to  
meet digital  
challenges How  
to deconstruct  
decision-  
making**

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**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**

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***position in a  
modern  
organization,  
particularly  
those who find  
themselves  
responsible for  
transformation-  
related  
decisions,  
Digital Business  
Transformation  
delivers a***

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**message that  
begs to be  
heard by  
everyone who  
hopes to help  
their  
organization  
meet the  
challenges of a  
changing world.  
Challenges and  
Opportunities  
for Public**

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**The Disruption  
of Markets,  
Production,  
Consumption,  
and Work**  
**A Guide to  
Digital Business  
Transformation  
Managing  
Digital**

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The Drivers of  
Digital  
Transformation  
Technology,  
Tools, and Use  
Cases  
Approaches,  
Case Studies,  
and Tools for  
Strategy,  
Transformation  
and**

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**Implementation**  
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Digital transformation (DT) has become a buzzword. Every industry segment across the globe is consciously jumping toward digital innovation and disruption to get ahead of their

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competitors. In other words, every aspect of running a business is being digitally empowered to reap all the benefits of the digital paradigm. All kinds of digitally enabled businesses across



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the globe are intrinsically capable of achieving bigger and better things for their constituents. Their consumers, clients, and customers will realize immense benefits with real

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digital  
transformation  
initiatives and  
implementations.  
The much-awaited  
business  
transformation can  
be easily and  
elegantly  
accomplished with  
a workable and  
winnable digital

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transformation  
strategy, plan, and  
execution. There  
are several  
enablers and  
accelerators for  
realizing the much-  
discussed digital  
transformation.  
There are a lot of  
digitization and  
digitalization

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Industry  
technologies  
available to  
streamline and  
speed up the  
process of the  
required  
transformation.  
Industrial Internet  
of Things (IIoT)  
technologies in  
close association  
with decisive

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advancements in  
the artificial  
intelligence (AI)  
space can bring  
forth the desired  
transitions. The  
other prominent  
and dominant  
technologies  
toward forming  
digital  
organizations

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include cloud IT,  
edge/fog  
computing, real-  
time data analytics  
platforms,  
blockchain  
technology, digital  
twin paradigm,  
virtual and  
augmented reality  
(VR/AR)  
techniques,

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enterprise mobility,  
The Automotive  
and 5G  
Industry  
communication.

These  
technological  
innovations are  
intrinsically  
competent and  
versatile enough to  
fulfill the varying  
requirements for  
establishing and

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sustaining digital  
enterprises.

Enterprise Digital  
Transformation:  
Technology, Tools,  
and Use Cases  
features chapters  
on the evolving  
aspects of digital  
transformation and  
intelligence. It  
covers the unique



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competencies of  
digitally  
transformed  
enterprises, IIoT  
use cases, and  
applications. It  
explains promising  
technological  
solutions widely  
associated with  
digital innovation  
and disruption.

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The book focuses on setting up and sustaining smart factories that are fulfilling the Industry 4.0 vision that is realized through the IIoT and allied technologies. In a highly competitive

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market, digital  
The Automotive  
transformation with  
Industry  
internet of things,  
artificial  
intelligence, and  
other innovative  
technological  
trends are  
elements of  
differentiations and  
are important  
milestones in

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business  
The Automotive  
development and  
Industry  
consumer  
interaction,  
particularly in  
services. As a  
result, there are  
several new  
business models  
anchored in these  
digital and  
technological

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environments and  
The Automotive  
new experiences  
Industry  
provided to

services

consumers and  
firms that need to  
be examined.

Impact of Digital  
Transformation on  
the Development  
of New Business  
Models and

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Transformation Of  
Consumer  
The Automotive  
Experience  
Industry

provides relevant  
theoretical and  
empirical research  
findings and  
innovative and  
multifaceted  
perspectives on  
how digital  
transformation and  
other innovative

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technologies can drive new business models and create valued

experiences for consumers and firms. Covering topics such as business models, consumer behavior, and gamification, this

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publication is ideal  
for industry  
professionals,  
managers,  
business owners,  
practitioners,  
researchers,  
professors,  
academicians, and  
students.

In the last half of  
the Digital Age,



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there will be winners and losers. This book guides business leaders on what you need to do to ensure that your organization is on the winning side. Digital transformation is about building

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digital  
technologies into  
or around your  
products, services,  
and ways of doing  
business. It is  
about business  
transformation. It is  
not about IT.

Business leaders  
must understand  
the difference

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between digital  
and non-digital  
organizations, and  
the four business  
strategies that  
have been proven  
to help  
organizations truly  
transform. This  
book provides the  
foundation  
business leaders

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need to filter through the noise of buzzwords and technology vendor pitches to truly take control of their digital transformation efforts. The authors share insider knowledge gained by working

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with leaders of  
The Automotive  
Industry  
corporations, non-  
profits, and  
governments  
across the globe  
over the past four  
decades on how to  
successfully define  
and implement a  
practical digital  
vision and strategy  
for your business.

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In plain, clear language we explain the drivers behind the changes needed to transform your organization into being a digital survivor, possibly even a disruptor in your industry. We provide step-by-

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step guidance on what actions you as a business leader need to take to develop a strategy and then select and implement the technologies that will digitize your products, services, and ways of doing

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business to put  
The Automotive  
your organization  
Industry  
in the winning  
column for the  
next decade.

Praise for The Day  
Before Digital  
Transformation: "In  
addition to  
changing the way  
business leaders  
think, The Day



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Before Digital Transformation gives technologists the choice of working either within the business or in IT. And it will spawn an entirely new segment of consulting to help business teams digitize their

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products and  
services." - Bill

Seibel, Digital  
transformation  
practitioner and  
thought leader

"The Day Before  
Digital

Transformation is  
not merely a  
historical look at  
an academic topic

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of the Fourth  
Industrial  
Revolution. It  
provides the  
reader a new  
lexicon with  
grounded  
examples and  
processes for any  
business executive  
to leverage the  
opportunities that

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digital technologies provide at this unique time in the world's evolution. Readers should consider not reading this book if they are comfortable being left behind. To ignore its

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messages is at  
your and your  
organization's

peril!" - Brian R  
Lurie, Global Chief  
Information Officer  
/ Executive Coach  
"I love the lessons  
learned section in  
Chapter 4 of The  
Day Before Digital  
Transformation.

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The examples are not only valid but are counter-intuitive enough for many business executives to miss completely. " -  
Mark Pecen,  
President,  
Quantum Valley  
Ideas Lab, Canada  
and CTO Emeritus

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of Research in  
Motion (RIM)

"Today, every organization aspires to be digital, but it is not a silver bullet or a giant leap. It is a series of actions. The Day Before Digital Transformation

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takes leaders and  
senior managers  
through this

journey. In  
addition, it offers a  
framework and a  
guide on how to  
deal with real-  
world problems  
when activating  
true digital." -

Tarun Kohli, Head



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Innovation Lab  
"The Day Before  
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Transformation is fascinating for its description of the digital transformation happening today but more importantly for its insights into what

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must (and surely will) happen over the next several decades. Cheryl and Phil have provided clear guideposts, not only for digital technologists, but for the business leaders who must take responsibility

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for the  
The Automotive  
transformation." -  
Industry  
Fred Lowther,  
Senior Partner,  
Blank Rome LLP.