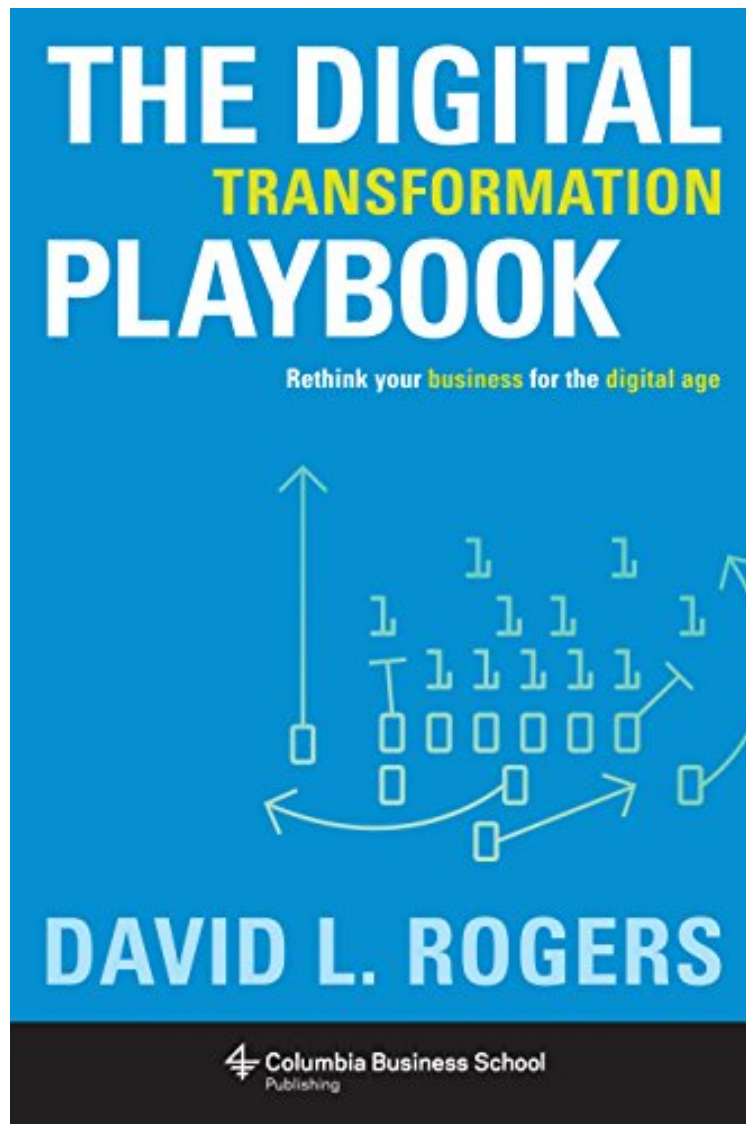


(Free read ebook) The Digital Transformation Playbook: Rethink Your Business for the Digital Age
(Columbia Business School Publishing)

The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing)

David L. Rogers

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David L. Rogers : The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing):

0 of 0 people found the following review helpful. Great framework and model for Digital TransformationBy

David Rogers has provided an excellent practical definition of a hugely abused and overused industry buzzword, Digital Transformation, and provided a very practical framework for implementing it. His approach is pragmatic yet realistically illustrates the huge breadth of transformation and significant organizational change management challenges to be overcome if large traditional enterprises wish to achieve the strategic business benefits promised by Digital Transformation. 1 of 1 people found the following review helpful. A great read for those facing threats from digital business models. By Pete As a digital-native I enjoyed this read as a utility to share with my non-digital colleagues. This book does a fantastic job of breaking down the core aspects of business strategy contrasted with the modern landscape of how technologies, the internet and newer platforms are shaking up industries. For those running or working with businesses formed prior to the proliferation of digital channels for connecting with and delivering value to their respective audiences this is a great crash course to jumpstart vernacular. 0 of 0 people found the following review helpful. Great book and easy to understand. By Customer Great book and easy to understand. What I find most useful are the tools shared by Professor Rogers are pragmatic and lesson learnt is Digital Transformation is not about chasing after the latest technology but rather reminding us to continuously seek to understand customers behaviours that were shaped by technology exposure has resulted in areas where once marketing has thought to create value has now become the normal must have and this can simply be replaced with a technology that continues to fill the need and in return freeing up our resources so that we can start creating another competitive distinction strategy for our brand.

The fast-moving digital environment has been disorienting for traditional businesses, and many may not even realize their strategies are outdated. If managed correctly, lagging businesses can transition by harnessing the power of the digital age to create new value for customers and outperform their competitors. Drawing on years of experience as an educator, researcher, and consultant, David L. Rogers identifies five key rules and provides practical, hands-on tools that will help businesses of all sizes adapt, innovate, and maximize value creation. Rogers's rules address critical categories for every business: customers, competition, data, innovation, and the value proposition. For each, he presents diverse case studies (from companies such as Apple and Uber to GE and the New York Times), discusses common challenges to adopting the digital approach, and provides companies and business leaders clear, tested steps to implement new practices. Rogers shows that, rather than being disrupted or by digital business models, any business can learn the rules of today's leading digital enterprises. This playbook is all business leaders need to create and pursue a digital plan that works.

Seldom have the effects of digital change on legacy businesses and innovators alike been so succinctly explained. David L. Rogers uses frameworks and case histories to illustrate how and why the times they are a changin'. And more importantly, exactly how to adapt. (Bob Garfield, cohost of NPR's On the Media) In this indispensable (and highly readable) guide, Rogers shares what we can learn from today's greatest digital innovators. Packed with illuminating case studies and practical tools, The Digital Transformation Playbook maps out clear strategies for thriving in the digital age. Don't start a business without it. (Neil Blumenthal, cofounder and co-CEO, Warby Parker) Everyone talks about digital transformation, but here's your chance to truly do it well. David Rogers provides a roadmap that every executive should read. If you're not part of the transformation of your business, it will just happen without you. Read this book and get started! (Sree Sreenivasan, Chief Digital Office, The Metropolitan Museum of Art) Every so often, a book comes along that takes a subject that is mysterious and complex and drills down to its essential essence. Think of David Rogers's The Digital Transformation Playbook as your secret weapon for getting ahead of the extremely disruptive innovations transforming business at a breathtaking speed. You can't afford not to know this stuff! (Rita McGrath, author of The End of Competitive Advantage) Rogers expertly captures the moment we're in the swiftly changing business landscape brought on by the digital revolution and gives practical guidance for the decisions every business must make if they want to stay relevant. (Russell Dubner, president and CEO, Edelman U.S.) Rogers explains the changes at the heart of the digital revolution. More importantly, he shows us that change is possible and how any business, no matter its age or industry, can adapt to grow for the future. (Bernd Schmitt, author of The Changing Face of the Asian Consumer) Millions of business executives at all levels are puzzled by how to adapt to the digital world. This book makes the 'solution' to the puzzle quite accessible. (Bill Duggan, author, Strategic Intuition: The Creative Spark in Human Achievement) This well-written work presents applications and techniques that would serve well company managers and students of business. (Library Journal (starred review)) With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. (Accountancy Ireland) About the Author David L. Rogers is faculty director of Columbia Business School's executive education programs in Digital Business Strategy and Digital Marketing and founder of the BRITE (brands, innovation, and technology) conference. He advises global companies such as Google, GE, Toyota, Visa, China Eastern Airlines, Kohler, and Macmillan on digital strategy and has led strategic workshops for executives in hundreds of companies from 64 countries. His most recent book is The Network Is Your Customer (2011).