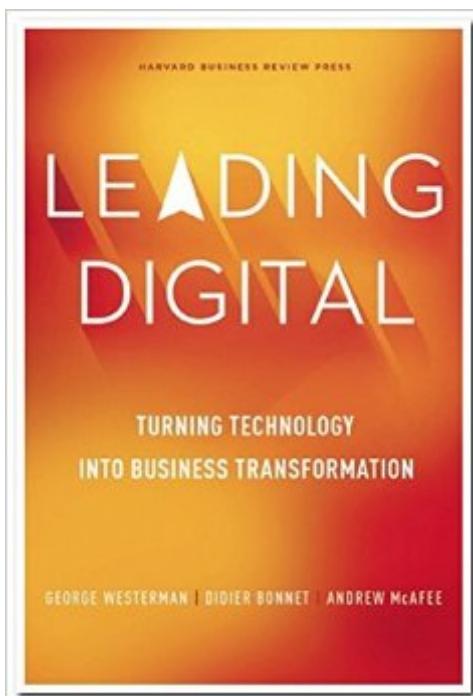


The book was found

Leading Digital: Turning Technology Into Business Transformation



Synopsis

Become a Digital Master; No Matter What Business You're InIf you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment; think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it; including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries; from finance to manufacturing to pharmaceuticals; are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you'll learn: How to engage better with your customers; How to digitally enhance operations; How to create a digital vision; How to govern your digital activities. The book also includes an extensive step-by-step transformation playbook for leaders to follow. *Leading Digital* is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

Book Information

Hardcover: 256 pages

Publisher: Harvard Business Review Press (October 14, 2014)

Language: English

ISBN-10: 1625272472

ISBN-13: 978-1625272478

Product Dimensions: 1.2 x 6.2 x 9.8 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (45 customer reviews)

Best Sellers Rank: #33,126 in Books (See Top 100 in Books) #29 in Books > Business & Money > Management & Leadership > Information Management #51 in Books > Business & Money > Management & Leadership > Strategy & Competition #128 in Books > Business & Money > Processes & Infrastructure > Strategic Planning

Customer Reviews

Leading Digital represents the culmination of a multi-year study of digital technologies impact on the organization. This makes Leading Digital different, in the sense that other books on the subject either concentrate on technology hype, product innovation or disruption. By focusing on the organizational impact of digital, Westerman, Bonnet and McAfee, create a simple, clear and compelling framework for categorizing companies and their attitudes toward digital technology. Characterizing an entire company as either a Beginner, Conservative, Fashionista or Digital Master provides an executive short hand that appears highly effective on the surface, but quickly leads one to ask, ok but what do I do? The advices provided in the book borders not the self evident, i.e.: beginners are slow to adapt and have the basic digital capabilities while fashionistas are buying every new digital bauble. That is one of the points holding this book back from a five star review, is that it presumes a monolytic attitude toward digital in order to simplify its messages. This treatment is appropriate for a book intended to drive client conversations for a consulting company. The books chapters encompass the range of organizational and leadership topics related to digital transformation. The section titles reflect this: Part 1 - building digital capabilities covers the customer experience, their link to core operations (aka legacy) and the business model. Part 2 -- focuses internally on the vision, organizational engagement, governance and technology leadership. Part 3 -- concentrates on digital transformation from strategic framing through mobilization and sustaining a change program.

Why did George Westerman, Didier Bonnet, and Andrew McAfee write this book? They conducted rigorous and extensive research for three years in a collaborative effort to determine how firms around the world and in many different industries work with digital technologies. "We collected data and interviewed people at hundreds of companies. We talked with executives and examined the companies' performance. We studied both how the companies approach all things digital and the results of their efforts." They wrote this book to share everything they learned that could be of substantial value to any organization (whatever its size and nature may be) that currently faces the challenges of turning technology into business transformation. "Our most fundamental conclusion is that the Digital Masters -- companies that use digital technologies to drive significantly higher levels of profit, productivity, and performance -- do exist, but they're rare." Digital mastery can be achieved in one or more forms of business model reinvention driven by digital technology. For example, reinventing industries, substituting better products or services, creating new digital businesses, reconfiguring value delivery models, and rethinking value propositions. There are indeed valuable

lessons to be learned from the ones discussed in this book -- including Asian Paints, Burberry, Caesar's Entertainment, Nike, Procter & Gamble, and Starbucks -- but it would be a fool's errand to cherry-pick from among their initiatives and then attempt to apply all of it to the circumstances of the given business situation. These are among the dozens of business subjects and issues of special interest and value to me, also listed to indicate the scope of the book's coverage in Parts I and II.

[Download to continue reading...](#)

Leading Digital: Turning Technology into Business Transformation The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing)
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Leading Change: Why Transformation Efforts Fail (Harvard Business Review)
Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1)
Export Controls and Technology Transfers: Turning Obstacles Into Opportunities Many Many Many
Gods of Hinduism: Turning believers into non-believers and non-believers into believers Permission
Marketing: Turning Strangers into Friends and Friends into Customers The Wizard of Ads: Turning
Words into Magic and Dreamers into Millionaires Leading Strategic Change in an Era of Healthcare
Transformation (Management for Professionals) Leading the Transformation: Applying Agile and
DevOps Principles at Scale Leading the Lean Enterprise Transformation, Second Edition The Laws
of Simplicity: Design, Technology, Business, LifeDesign, Technology, Business, Life Blockchain:
The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech,
Financial Technology, Smart Contracts, Internet Technology) Autocourse 2015-2016: The World's
Leading Grand Prix Annual - 65th Year of Publication (Autocourse: The World's Leading Grand Prix
Annual) Law of Attraction Directly from Source: Leading Edge Thought, Leading Edge Music
Fashion 2.0: Blogging Your Way to the Front Row: The Insider's Guide to Turning Your Fashion
Blog into a Profitable Business and Launching a New Career How to Be a Power Connector: The
5+50+100 Rule for Turning Your Business Network into Profits The Franchise Survival Guide:
Real-World Solutions for Turning Your Investment into a Money-Making Business Start It Up: The
Complete Teen Business Guide to Turning Your Passions into Pay

[Dmca](#)