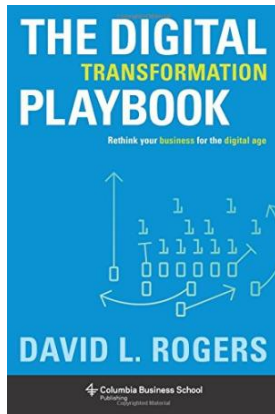


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DIGITAL TRANSFORMATION PLAYBOOK



Columbia Univers. Press Mai 2016, 2016. Buch. Book Condition: Neu. 236x154x30 mm. Neuware - 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environment has been disorienting for traditional businesses, and many may not even realize their strategies are outdated.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...

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