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Digital Transformation The Lie We Are Sold

Building Intelligent Enterprises by leveraging the emerging and next-generation technologies to accelerate the adoption of digital

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transformation The speed of innovation and emerging IT technologies are changing at a very 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

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is an attempt to make the enterprise 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 following topics: Digital Transformation, Design Thinking,

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Agile, DevOps, Robotic Process Automation, Internet of Things, Artificial Intelligence, Machine Learning, Blockchain, Drones, Augmented and Virtual Reality, 3D Printing, Big Data, Analytics, Cloud Computing, APIs, and SAP Leonardo. No prior knowledge of

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any technical coding or language is necessary to understand the content of this book. End-to-end storyline to accelerate the enterprise ' s digital transformation journey How an enterprise can stay relevant, compete, and perform in the digital economy

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How to leverage these technologies to build intelligent enterprises Understand and apply the emerging technologies across key business processes Industry-specific Use Cases for all technologies as a reference point to build the business case for

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implementation The book is very 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 and desire to keep up-to-date with the latest

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technological trends, looking for a career change, want to help enterprise adapt and onboard the digital roadmap, or have an agenda to digitize key processes within the enterprise to make it intelligent.

The Digital Age is having a broad

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and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your

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business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book

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reveals lessons learned in guiding companies through digital transformation. While there ' s no silver bullet available, you ' ll discover effective ways to create lasting change at your organization. With this book, you ' ll discover how to: Realign the

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business and operating
architecture to focus on customer
value Build a more responsive and
agile organization to deal with
speed and ambiguity Build next
generation technology capability as
a core differentiator

This research-oriented book

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presents key contributions on architecting the digital transformation. It includes the following main sections covering 20 chapters:

- Digital Transformation
- Digital Business
- Digital Architecture
- Decision Support
- Digital Applications

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

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The unprecedented Covid-19 crisis revealed the scale and scope of a new type of economy taking shape in front of our very eyes: the digital economy. This book presents a concise theoretical and conceptual framework for a more nuanced analysis of the economic

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and sociological impacts of the 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 researchers and students from

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economics, business, and other social science majors who seek an overview of the main digital economy concepts and research. Its down-to-earth approach and communicative style will also speak to businesses practitioners who want to understand the

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ongoing digital disruption of the market rules and emergence of the new digital business models. The book refers to academic insights from economics and sociology while giving numerous empirical examples drawn from basic and applied research and business. It

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addresses several burning issues: how are digital processes transforming traditional business models? Does intelligent automation threaten our jobs? Are we reaching the end of globalisation as we know it? How can we best prepare ourselves and

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our children for the digitally transformed world? The book will help the reader gain a better understanding of the mechanisms behind the digital transformation, something that is essential in order to not only reap the plentiful opportunities being created by the

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digital economy but also to avoid
its many pitfalls.

34 Tenets for Masterfully Merging
Technology and Business

A Practical Guide to the Connected
Lab

Interdisciplinary Approaches to
Digital Transformation and

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Innovation

Digital Transformation for the
Process Industries

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

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Demystifying Impacts of the
Fourth Industrial Revolution
This book provides practising
executives and academics with the
theories and best practices to plan and
implement the digital transformation
successfully. Key benefits: an
overview on how leading companies

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plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies □ Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others □ explore lessons learnt and roadmaps to successful

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implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance,

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build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits

Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights

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and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for

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academics and postgraduate students studying digital transformation, strategy and marketing.

Communication and Learning in an Age of Digital Transformation provides cross-disciplinary perspectives on digitization as social transformation and its impact on communication and

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learning. This work presents openness within its interpretation of the digital and its impact on learning and communication, acknowledging historical contexts and contemporary implications emerging from discourse on digitization. The book presents a triangulation of different research

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perspectives. These perspectives, which range from digital resistance parks and cyber-religious questions to cultural-scientific media-theoretical reflections, point to the performative openness of the analysis. The book represents an interdisciplinary approach and opens a space for

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Understanding the social complexity of digital transformations in teaching and learning. This book will be of great interest to academics, post graduate students and researchers in the field of digital learning, communication and education research.

Digital Transformation at ScaleWhy

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the Strategy Is Delivery London School
of Economics and Political Science
Business approaches in today's
society have become technologically-
driven and highly-applicable within
various professional fields. These
business practices have transcended
traditional boundaries with the

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implementation of internet technology, making it challenging for professionals outside of the business world to understand these advancements.

Interdisciplinary research on business technology is required to better comprehend its innovations.

Interdisciplinary Approaches to Digital

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Transformation and Innovation provides emerging research exploring the complex interconnections of technological business practices within society. This book will explore the practical and theoretical aspects of e-business technology within the fields of engineering, health, and social

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sciences. Featuring coverage on a broad range of topics such as data monetization, mobile commerce, and digital marketing, this book is ideally designed for researchers, managers, students, engineers, computer scientists, economists, technology designers, information specialists, and

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administrators seeking current research on the application of e-business technologies within multiple fields.

Why Digital Transformations Fail
A Results-Driven Approach
A Guide to Reimagining Your
Business

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How People Are the Real Key to
Digital Transformation
Quickly Master the Essentials with
Tips, Case Studies and Actionable
Advice

Driving Digital Strategy

Digital Business Transformation

Technology is not just

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*limited to technology
companies, it impacts
sectors such as
healthcare, agriculture,
and security. In the last
few decades, countries,
too, have started*

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*developing technologies or
integrating technologies
into their systems. As a
result, all countries,
regardless of size, need
to understand the
management of engineering*

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*and technology concepts.
Digital Transformations
reviews fundamentals and
applications through
existing and emerging
technologies all around
the world.*

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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

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ahead of their competitors. In other words, every aspect of running a business is being digitally empowered to reap all the benefits of the digital paradigm.

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All kinds of digitally enabled businesses across the globe are intrinsically capable of achieving bigger and better things for their constituents. Their

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*consumers, clients, and
customers will realize
immense benefits with real
digital transformation
initiatives and
implementations. The much-
awaited business*

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transformation can be easily and elegantly accomplished with a workable and winnable digital transformation strategy, plan, and execution. There are

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several enablers and accelerators for realizing the much-discussed digital transformation. There are a lot of digitization and digitalization technologies available to

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

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

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*organizations include
cloud IT, edge/fog
computing, real-time data
analytics platforms,
blockchain technology,
digital twin paradigm,
virtual and augmented*

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*reality (VR/AR)
techniques, enterprise
mobility, and 5G
communication. These
technological innovations
are intrinsically
competent and versatile*

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*enough to fulfill the
varying requirements for
establishing and
sustaining digital
enterprises. Enterprise
Digital Transformation:
Technology, Tools, and Use*

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Cases features chapters on the evolving aspects of digital transformation and intelligence. It covers the unique competencies of digitally transformed enterprises, IIoT use

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cases, and applications.

It explains promising technological solutions widely associated with digital innovation and disruption. The book focuses on setting up and

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*sustaining smart factories
that are fulfilling the
Industry 4.0 vision that
is realized through the
IIoT and allied
technologies.*

Why an organization's

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*response to digital
disruption should focus on
people and processes and
not necessarily on
technology. Digital
technologies are
disrupting organizations*

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*of every size and shape,
leaving managers
scrambling to find a
technology fix that will
help their organizations
compete. This book offers
managers and business*

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*leaders a guide for
surviving digital
disruptions—but it is not
a book about technology.
It is about the
organizational changes
required to harness the*

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power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational

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dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to

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digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in

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*partnership with MIT Sloan
Management Review and
Deloitte, surveying more
than 16,000 people and
conducting interviews with
managers at such companies
as Walmart, Google, and*

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Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of

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*digital transformation,
including cultivating a
digital environment,
enabling intentional
collaboration, and
fostering an experimental
mindset. Every*

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organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average

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*worker will probably
experience numerous waves
of disruption during the
course of a career. The
insights offered by The
Technology Fallacy will
hold true through them*

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*all. A book in the
Management on the Cutting
Edge series, published in
cooperation with MIT Sloan
Management Review.*

*Build an agile business
through digital*

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*transformation more
quickly and easily with
this practical guide.
Communication and Learning
in an Age of Digital
Transformation
Research Handbook on*

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*Digital Transformations
Theory and Practice
Build Your Organization's
Future for the Innovation
Age
Delivering Digital
Transformation*

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Digital Transformation

Digital transformation is reshaping the business arena as new, successful digital business models are increasing agility and presenting better ways to

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handle business than the traditional alternatives.

Industry 4.0 affects everything in our daily lives and is blurring the line between the physical, the biological, and the digital. This created an

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environment where technology and humans are so closely integrated that it is impacting every activity within the organizations. Specifically, contracting processes and procedures are challenged to

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align with the new business dynamics as traditional contracts are no longer fitting today's agile and continuously changing environments. Businesses are required to facilitate faster, more secure,

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soft, and real-time transactions while protecting stakeholders' rights and obligations. This includes agile contracts which are dynamically handling scope changes, smart contracts that can automate

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rule-based functions, frictionless contracts that can facilitate different activities, and opportunity contracts that looks toward the future.

Innovative and Agile
Contracting for Digital

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Transformation and Industry 4.0 analyzes the consequences, benefits, and possible scenarios of contract transformation under the pressure of new technologies and business dynamics in

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modern times. The chapters cover the problems, issues, complications, strategies, governance, and risks related to the development and enforcement of digital transformation contracting

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practices. While highlighting topics in the area of digital transformation and contracting such as artificial intelligence, digital business, emerging technologies, and blockchain, this book is ideally

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intended for business,
engineering, and technology
practitioners and policy
makers, along with
practitioners, stakeholders,
researchers, academicians,
and students interested in

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understanding the scope, complexity, and importance of innovative contracts and agile contracting.

"Leading Digital makes the provocative argument that the next imminent phase of digital

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technology adoption - driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices - will make everything that's happened so far look like a prelude. The

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authors, a trio of highly regarded thought leaders on corporate digital transformation, say changes in the digital realm so far have focused on high tech and media companies - but there's

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still a whopping 94% of the business economy that needs to change. This book will show them how. George Westerman of MIT, Didier Bonnet of Capgemini Consulting, and Andrew McAfee, also at MIT,

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say there is opportunity for these businesses to learn from those that have already mastered the digital landscape. Based on a study of more than 400 large, mainstream firms in every

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industry around the globe, the authors usefully break down how these organizations have used their own digital transformation to gain strategic, competitive advantage. Readers will learn

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how these digital leaders have transformed their businesses through smart and rigorous digital investments, and through smart and effective leadership of the change. Leading Digital offers

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practical, real-life tested frameworks that can be instantly applied. Case studies include Nike, Caesars, Burberry, Asian Paints, Pages Jaunes, Codelco, and more"--
Imagine if your process

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manufacturing plants were running so well that your production, safety, environmental, and profitability targets were being met so that your subject matter experts could focus on

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data-driven business improvements. Through proper use and analysis of your existing operations data, your company can become an industry leader and reward your stakeholders. Written in

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an engaging and easily understandable manner, this book demonstrates a step-by-step process of how an organization can effectively utilize technology and make the necessary culture changes

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to achieve operational excellence. You will see how several industry-leading companies have used an effective real-time data infrastructure for mission-critical business use cases.

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The book also addresses challenges involved, such as effectively integrating operational (OT) data with business (IT) systems to enable a more proactive, predictive management model

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for a fleet of process plants.
Some of the things you will
take away: Learn how a real-
time data infrastructure
enables transformation of raw
sensor data into contextualized
information for operational

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insights and business process improvement. Understand how reusing the same operational data for multiple use cases significantly impacts fleet management, profitability, and asset stewardship. See how a

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simple digital unit template representing production flows can be repeatedly used to identify critical inefficiencies in plant operations. Discover best practices of deploying real-time situational

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awareness alerts and predictive analytics. Realize how to transform your organization into a data-driven culture for continuous sustainable improvement. Find out how leading companies

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integrate operations data with business intelligence and predictive analytics tools in a corporate on-premises or cloud-enabled environment. Learn how industry-leading companies have imaginatively

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used a real-time data infrastructure to improve yields, reduce cycle times, and slash operating costs. This book is targeted for process industries production and operations leadership, senior

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engineers, IT management, CIOs, and service providers to those industries. Academics will benefit from latest data analysis strategies. This book guides readers to use the best, results-proven approaches to

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ensure operational excellence. This book highlights the opportunities and risks of digitalization and digital transformation for our global economy at both the micro and macro level. Experts from

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various fields, presenting both scientific and practice-oriented perspectives, identify and critically analyse areas of tension and development potential in connection with new business models and

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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

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cities. The third part focuses on challenges for corporate and public management, particularly for leadership and Corporate Social Responsibility, while the fourth part discusses new

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dimensions for analysis based on big data. The contributions gathered here are partly an outcome of the International Conference on Digitalization, Digital Transformation and Sustainability held in Budapest

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in October 2020 and
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Hanns Seidel Foundation.

Digital Strategy
A Guide to Digital Business
Transformation
The Technology Fallacy

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Digital Business, Technology,
Decision Support,
Management
Digital Transformation at
Scale
The Economics of Digital
Transformation

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A survival guide for managers and executives

Two world-renowned strategists detail the seven leadership imperatives for transforming companies in the new digital era. Digital transformation is critical.

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But winning in today's world requires more than digitization. It requires understanding that the nature of competitive advantage has shifted—and that being digital is not enough. In *Beyond Digital*, Paul Leinwand and Matt Mani

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from Strategy&, PwC's global strategy consulting business, take readers inside twelve companies and how they have navigated through this monumental shift: from Philips's reinvention from a broad conglomerate to a focused

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health technology player, to Cleveland Clinic's engagement with its broader ecosystem to improve and expand its leading patient care to more locations around the world, to Microsoft's overhaul of its global commercial

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business to drive customer outcomes. Other case studies include Adobe, Citigroup, Eli Lilly, Hitachi, Honeywell, Inditex, Komatsu, STC Pay, and Titan. Building on a major new body of research, the authors identify the

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seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Embrace and create value via ecosystems Build a system of privileged insights with your

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customers Make your
organization outcome-oriented
Invert the focus of your leadership
team Reinvent the social contract
with your people Disrupt your
own leadership approach
Together, these seven imperatives

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comprise a playbook for how leaders can define a bolder purpose and transform their organizations.

This practical book in instrumental analytics conveys an overview of important methods of

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analysis and enables the reader to realistically learn the (principally technology-independent) working techniques the analytical chemist uses to develop methods and conduct validation. What is to be conveyed to the student is the fact

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that analysts in their capacity as problem-solvers perform services for certain groups of customers, i.e., the solution to the problem should in any case be processed in such a way as to be "fit for purpose". The book presents

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sixteen experiments in analytical chemistry laboratory courses. They consist of the classical curriculum used at universities and universities of applied sciences with chromatographic procedures, atom spectrometric

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methods, sensors and special methods (e.g. field flow fractionation, flow injection analysis and N-determination according to Kjeldahl). The carefully chosen combination of theoretical description of the

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methods of analysis and the detailed instructions given are what characterizes this book. The instructions to the experiments are so detailed that the measurements can, for the most part, be taken without the help of

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additional literature. The book is complemented with tips for effective literature and database research on the topics of organization and the practical workflow of experiments in analytical laboratory, on the topic

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of the use of laboratory logs as well as on writing technical reports and grading them (Evaluation Guidelines for Laboratory Experiments). A small introduction to Quality Management, a brief glance at the

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history of analytical chemistry as well as a detailed appendix on the topic of safety in analytical laboratories and a short introduction to the new system of grading and marking chemicals using the "Globally Harmonized

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System of Classification and Labelling of Chemicals (GHS)", round off this book. This book is therefore an indispensable workbook for students, internship assistants and lecturers (in the area of chemistry, biotechnology,

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food technology and environmental technology) in the basic training program of analytics at universities and universities of applied sciences. 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 actions: Where do you start? How do you get the right resources?

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How should work be implemented? What data should you measure? For the first time, these questions are answered in a single book that covers the end-to-end execution of digital transformation – from leadership-

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level strategy, to on-the-ground team implementation. With the biggest revelation of all, Herbert argues, being that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to

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change itself. Featuring the 'how to' of digital transformation devised from successes across every sector, Herbert distils it into five actionable stages. These stages act as a repeatable framework for continual

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innovation, allowing you to produce results immediately and grow change incrementally across your organization. In Digital Transformation, Herbert draws on her own experiences in leading change and innovation

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programmes globally, as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund, Morgan Stanley, Royal Caribbean Cruises, the United Nations High Commission for

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Refugees, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others.

Steffen Damborg, the name needs no introduction in the area of digital transformation. For over

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20 years, Steffen has worked as a C-level executive with a compressive understanding of how well-established companies function. His passion is to help legacy companies transform via the development and execution of

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sustainable digital strategies that are based on digital leadership.

The book Mastering Digital Transformation extracts from numerous cases of successful digital corporations such as Apple, Google, Facebook, and

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Tesla and what it takes to transform legacy companies into the digital age. To go from doing digital to being truly digital companies, the author advocates:

- Organisational commitment towards digital strategy adoption

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and implementation - Promotion of experimentation based on concrete and tangible data - Adoption of a cross-functional and agile approach to disruptive innovation - Keeping the organisational strategies fresh by

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constant adaptation to digital innovations, embracing and preparing for changes in competition, and making necessary changes on the organisation-wide scale for the shifts in market trends This book

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is an acumen of his knowledge, professional expertise, and experiences and serves to promote a new narrative of digital transformation. It empowers professionals, strategists, managers, board members,

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directors, C-level executives, and legacy companies to overcome the challenges they face in their journey to digital transformation. Mr. Damborg holds an MBA degree from Aarhus School of Business and a MSc degree in

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political science from Heidelberg University/Aarhus University. In 2016 Steffen Damborg was appointed Media & Entertainment Group Discussion Leader at Harvard Business School.

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How Established Companies
Sustain Competitive Advantage
From Now to Next

A Roadmap

The Digital Transformation
Playbook

The agile approach to change and

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successful digitalization in
uncertain times

Strategic Digital Transformation
Successful Digital Transformation
The Disruption of Markets,
Production, Consumption, and
Work

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Cut through the hype and decide on a digital roadmap for your organization with this practical, step-by-step guide to delivering successful digital transformation.

A Field Guide to Digital Transformation is the definitive reference and tutorial for all IT professionals and decision-

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makers who want to understand digital transformation and successfully achieve it in their own organizations. Best-selling IT author Thomas Erl and long-time practitioner Amin Naserour combine comprehensive coverage of digital transformation as a field of practice, and detailed guidance for

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adopting digital transformation and executing projects from start to finish. Erl and Naserour present a complete tutorial on digital transformation concepts, tools, technologies and practices, organized into a proven industry framework for adoption. Next, they offer end-to-end coverage of the

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full project lifecycle, walking readers through planning, defining, designing, building, and governing digital transformation solutions. The authors highlight common risks, pitfalls, and adoption considerations, sharing practical insights into the organizational, cultural, technological,

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and operational impacts associated with digital transformation initiatives. Uniquely detailed and practical, this guide reflects the authors' deep experience driving value from digital transformation using technologies available right now.

"This book analyzes the drivers of

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digital transformation of businesses by assessing digital transformation success factors in the short, medium and long run, using case studies of digital adoption by companies in different business sectors"--

Rethink your business for the digital age. Every business begun before the

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Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research

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and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why

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traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how

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to integrate 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 the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of

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today's greatest digital innovators and 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 how legacy businesses can transform to thrive in the digital age. It is an indispensable

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*guide for executives looking to take
their firms to the next stage of
profitable growth.*

*Management and Information
Technology after Digital
Transformation*

*Technology, Tools, and Use Cases
Survive and Thrive in an Era of Mass*

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Extinction

*13th PLAIS EuroSymposium on Digital
Transformation, PLAIS
EuroSymposium 2021, Sopot, Poland,
September 23, 2021, Proceedings
Managing Digital Transformation
Theory and Cases
Digital Transformation of the*

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Laboratory

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

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offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers

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practical advice and
approachable strategies to help
businesses realize their digital
potential. Digital Business
Transformation provides readers
with examples of the challenges
faced by global organizations and

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the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct

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decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization,

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particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the

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challenges of a changing world. The digital transition of our economies is now entering a phase of broad and deep societal impact. While there is one overall transition, there are many different sectoral transformations,

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from health and legal services to tax reports and taxi rides, as well as a rising number of transversal trends and policy issues, from widespread precarious employment and privacy concerns to market monopoly and

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cybercrime. They all are fertile ground for researchers, as established laws and regulations, organizational structures, business models, value networks and workflow routines are contested and displaced by newer

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alternatives. This Research Handbook offers a rich and interdisciplinary synthesis of some of the current thinking on the digital transformations underway.

This textbook offers a unique

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combination of theory, practical applications and case studies on digital transformation strategies. Digital transformation is the process of changing conventional business models enabled by digital technologies. This involves

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strategically deploying digital technologies to create differential value of an organization. Digital transformation encompasses strategy changes, business model innovation, product and process innovation, and organizational

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innovation, all wrapped in a layer of newer technologies. This textbook helps define transformation and digitalization and contrasts them with digitization and automation. The book also presents a

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comprehensive digital strategy framework and describes each of its elements through several examples and exhibits. It provides useful insights into industry-specific cases, suggests detailed templates for digital

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implementation, and describes the risks in execution of digitalization and potential mitigation strategies. Key Features: - Covers all the key aspects of digital transformation required to build a career in

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consulting and implementation of digital strategy in business - Cases and examples from multiple industrial sectors to aid understanding of real-life practices and implementation of digital transformation - Structured

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in a reader-friendly manner to
engage students, instructors, and
junior and mid-level executives -
Assumes no prior understanding
of strategy, product development
or process innovation

Delve into industrial digital

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transformation and learn how to implement modern business strategies powered by digital technologies as well as organization and cultural optimization Key Features Identify potential industry disruptors from

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various business domains and emerging technologies Leverage existing resources to identify new avenues for generating digital revenue Boost digital transformation with cloud computing, big data, artificial

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intelligence (AI), and the Internet of Things (IoT) Book Description Digital transformation requires the ability to identify opportunities across industries and apply the right technologies and tools to achieve results. This book is

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divided into two parts with the first covering what digital transformation is and why it is important. The second part focuses on how digital transformation works. After an introduction to digital

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transformation, you will explore the transformation journey in logical steps and understand how to build business cases and create productivity benefit statements. Next, you'll delve into advanced topics relating to

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overcoming various challenges.

Later, the book will take you through case studies in both private and public sector organizations. You'll explore private sector organizations such as industrial and hi-tech

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manufacturing in detail and get to grips with public sector organizations by learning how transformation can be achieved on a global scale and how the resident experience can be improved. In addition to this, you

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will understand the role of artificial intelligence, machine learning and deep learning in digital transformation. Finally, you'll discover how to create a playbook that can ensure success in digital transformation. By the end of this

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book, you'll be well-versed with industrial digital transformation and be able to apply your skills in the real world. What you will learn Get up to speed with digital transformation and its important aspects Explore the skills that are

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needed to execute the transformation Focus on the concepts of Digital Thread and Digital Twin Understand how to leverage the ecosystem for successful transformation Get to grips with various case studies

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spanning industries in both
private and public sectors

Discover how to execute
transformation at a global scale

Find out how AI delivers value in
the transformation journey Who

this book is for This book is for IT

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leaders, digital strategy leaders, line-of-business leaders, solution architects, and IT business partners looking for digital transformation opportunities within their organizations.

Professionals from service and

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management consulting firms will also find this book useful. Basic knowledge of enterprise IT and some intermediate knowledge of identifying digital revenue streams or internal transformation opportunities are required to get

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started with this book.

A Field Guide to Digital
Transformation

Enterprise Digital Transformation

New Tools and Methods for

Mining Technological Intelligence

Industrial Digital Transformation

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Mastering Digital Transformation
The Surprising Disciplines of How
to Take Off and Stay Ahead
Architecting the Digital
Transformation

***This book constitutes the
refereed proceedings of***

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the 13th PLAIS

EuroSymposium 2021

which was held in Sopot,

Poland, on September 23,

2021. The objective of the

PLAIS EuroSymposium

2021 is to promote and

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***develop high quality
research on all issues
related to digital
transformation. It
provides a forum for IS
researchers and
practitioners in Europe***

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***and beyond to interact,
collaborate, and develop
this field. The 10 papers
presented in this volume
were carefully reviewed
and selected from 34
submissions. They were***

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***organized in topical
sections named: digital
enterprises; smart cities;
digital education; and
innovative methods in
data and process analysis.
Digital transformation is***

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***no longer news--it's a
necessity. Despite the
widespread threat of
disruption, many large
companies in traditional
industries have succeeded
at digitizing their***

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***businesses in truly
transformative ways. The
New York Times, formerly
a bastion of traditional
media, has created a
thriving digital product
behind a carefully***

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designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-

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***equipment business. And
Goldman Sachs and many
others are using digital
technologies to reimagine
their businesses. In
Driving Digital Strategy,
Harvard Business School***

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***professor Sunil Gupta
provides an actionable
framework for following
their lead. For over a
decade, Gupta has
studied digital
transformation at Fortune***

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500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success.

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***Instead you need to
fundamentally change the
core of your business and
ensure that your digital
strategy touches all
aspects of your
organization: your***

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business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips

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***and best practices along
the way. Filled with rich
and illuminating case
studies of companies at
the forefront of digital
transformation, Driving
Digital Strategy is the***

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***comprehensive guide you
need to take full
advantage of the limitless
opportunities the digital
age provides.***

***The legendary Silicon
Valley entrepreneur***

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***examines how both
business and government
organizations can harness
the power of disruptive
technologies. Tom Siebel,
the billionaire
technologist and founder***

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***of Siebel Systems,
discusses how four
technologies—elastic
cloud computing, big
data, artificial
intelligence, and the
internet of things—are***

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***fundamentally changing
how business and
government will operate
in the 21st century. While
this profound and fast-
moving transformation
can appear daunting to***

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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

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the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises

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such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI and IoT with stunning results.

With the widespread

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***transformation of
information into digital
form throughout society -
firms and organizations
are embracing this
development to adopt
multiple types of IT to***

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***increase internal
efficiency and to achieve
external visibility and
effectiveness - we have
now reached a position
where there is data in
abundance and the***

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***challenge is to manage
and make use of it fully.
This book addresses this
new managerial situation,
the post-digitalization
era, and offers novel
perspectives on managing***

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the digital landscape. The topics span how the post-digitalization era has the potential to renew organizations, markets, and society. The chapters of the book are

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***structured in three
topical sections but can
also be read individually.
The chapters are
structured to offer
insights into the
developments that take***

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***place at the intersection
of the management,
information systems and
computer science
disciplines. It features
more than 60 researchers
and managers as***

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***collaborating authors in
23 thought-provoking
chapters. Written for
scholars, researchers,
students and managers
from the management,
information systems and***

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***computer science
disciplines, the book
presents a comprehensive
and thought-provoking
contribution on the
challenges of managing
organizations and***

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***engaging in global
markets when tools,
systems and data are
abundant.***

***Risks and Opportunities
Rethink Your Business for
the Digital Age***

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***Digital Transformation in
Business and Society
Digitalization, Digital
Transformation and
Sustainability in the
Global Economy
Digital Transformations***

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***Turning Technology Into
Business Transformation
The Digital
Transformation of
Logistics***

The digital traces that people
leave behind as they conduct

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their daily lives provide a powerful resource for businesses to better understand the dynamics of an 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

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these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they

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transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book

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will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for

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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 to be a digital disrupter. If you're in business today, you

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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 potential tools available or wasting resources while trying to prepare

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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 maintaining your digital strategy;

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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 Digital Business Transformation.

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Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important

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than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally

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awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined

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process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes

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two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable

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experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime. Companies from various sectors of the economy are confronted

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with the new phenomenon of digital transformation and are faced with the challenge of formulating and implementing a company-wide strategy to incorporate what are often viewed as “disruptive” technologies. These technologies

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are sometimes associated with significant and extremely rapid change, in some cases with even the replacement of established business models. Many of these technologies have been deployed in unison by leading-edge companies acting as the catalyst

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for significant process change and people skills enhancement. The Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies examines the phenomenon of digital transformation and the impact of

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disruptive technologies through the lens of industry case studies where different combinations of these new technologies have been deployed and incorporated into enterprise IT and business strategies. Covering topics including chatbot

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implementation, multinational companies, cloud computing, internet of things, artificial intelligence, big data and analytics, immersive technologies, and social media, this book is essential for senior management, IT managers,

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technologists, computer scientists, cybersecurity analysts, academicians, researchers, IT consultancies, professors, and students.

The Practical Guide to Digital
Transformation
Building Intelligent Enterprises

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Digital Transformation Game Plan
A Manager's Guide to the Digital
Revolution

How Great Leaders Transform
Their Organizations and Shape
the Future

Leading Digital
Accelerate digital transformation

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with business optimization, AI,
and Industry 4.0

Emerging technologies are
having a profound impact upon
business as individuals and
organisations increasingly
embrace the benefits of the

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'always on' attitude that digital technologies produce. The use of the web, apps, cloud storage, GPS and Internet-connected devices has transformed the way we live, learn, play and interact – yet how a business can fully

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benefit from this 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 technologies. It offers

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results-driven solutions that successfully transform organisations into data-driven, people-focused businesses capable of sustainably competing at a global level. Split across four key parts, the

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material moves through understanding digital business to planning, implementing and assessing digital transformation. The current challenges facing all small organisations, including limited resources, financial

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pressures and the lack of dedicated IT departments, are explored. The authors consider the ways in which innovation can increase competitive advantage, how innovative business models can create new opportunities and

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how a data-driven perspective
can release embedded value
within the organisation.

Contemporary international case
studies and examples throughout
each chapter bridge theory with
practical application and

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systematically document the patterns of activities that enable success. This textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation. By showing how

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to initiate digital transformation across an organisation, it will prepare business owners, directors and management of small- and medium-sized businesses to take strategic advantage of new and emerging

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technologies to stay ahead of their competition.

The digital transformation is in full swing and fundamentally changes how we live, work, and communicate with each other.

From retail to finance, many

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industries see an inflow of new technologies, disruption through innovative platform business models, and employees struggling to cope with the significant shifts occurring. This Fourth Industrial Revolution is

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predicted to also transform
Logistics and Supply Chain
Management, with delivery
systems becoming automated,
smart networks created
everywhere, and data being
collected and analyzed

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universally. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution provides a holistic overview of this vital subject clouded by buzz, hype, and misinformation.

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The book is divided into three themed-sections: Technologies such as self-driving cars or virtual reality are not only electrifying science fiction lovers anymore, but are also increasingly presented as cure-

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all remedies to supply chain challenges. In *The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution*, the authors peel back the layers of excitement that have grown

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around new technologies such as the Internet of Things (IoT), 3D printing, Robotic Process Automation (RPA), Blockchain or Cloud computing, and show use cases that give a glimpse about the fascinating future we can

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expect. Platforms that allow businesses to centrally acquire and manage their logistics services disrupt an industry that has been relationship-based for centuries. The authors discuss smart contracts, which are one of

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the most exciting applications of Blockchain, Software as a Service (SaaS) offerings for freight procurement, where numerous data sources can be integrated and decision-making processes automated, and

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marine terminal operating systems as an integral node for shipments. In The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution, insights are shared into the cold

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chain industry where companies respond to increasing quality demands, and how European governments are innovatively responding to challenges of cross-border eCommerce.

People are a vital element of the

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digital transformation and must be on board to drive change. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution explains how executives can create

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sustainable impact and how competencies can be managed in the digital age - especially for sales executives who require urgent upskilling to remain relevant. Best practices are shared for organizational culture

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change, drawing on studies among senior leaders from the US, Singapore, Thailand, and Australia, and for managing strategic alliances with logistics service providers to offset risks and create cross-functional,

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cross-company transparency.

The Digital Transformation of
Logistics: Demystifying Impacts
of the Fourth Industrial
Revolution provides realistic
insights, a ready-to-use
knowledge base, and a working

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vocabulary about current activities and emerging trends of the Logistics industry. Intended readers are supply chain professionals working for manufacturing, trading, and freight forwarding companies as

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well as students and all interested parties.

Deliver on your digital transformation by learning from the insights and experiences from organizations adapting their approaches to life in the digital

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world. Business leaders, industry strategists, academics, and policy makers are all scrambling to make sense of digital transformation, and to define strategies for success in our increasingly digital economy.

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This book provides today's leaders, managers, and practitioners with the tools for understanding, leading, and delivering in the digital age.

» What I see here is an excellent survey of the best thinking on

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Digital Transformation. It's a book I wish I had written. « Brad Power, Process Innovator » A clear and crisply written guide for any manager considering delivering digital transformation who would like a digestible

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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 enjoyable read. A great synthesis of many different sources that I'm sure

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will be an invaluable guide for managers. « Richard Sargeant, faculty.ai

"This book is for people worrying about their sinking ship. Based on experience, it is a guide for navigating the blockers,

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buzzwords and bloody-mindedness that doom any analogue organisation trapped into thinking that while the internet has changed the world, it won't change their world.

Companies that grew up on the

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web have changed our expectations of the services we rely on. We demand simplicity, speed and low cost.

Organizations founded before the Internet aren't keeping up - despite spending millions on IT,

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marketing and 'innovation'. This book is a guide to building a digital institution. It explains how a growing band of reformers in businesses and governments around the world have helped their organizations pivot to this

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new way of working, and what lessons others can learn from their experience. It is based on the authors' experience designing and helping to deliver the UK's Government Digital Service (GDS). The GDS was a

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new institution made responsible for the digital transformation of government, designing public services for the Internet era. It snipped £ 4 billion off the government's technology bill, opened up public sector

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contracts to thousands of new suppliers, and delivered online services so good that citizens chose to use them over the offline alternatives, without a big marketing campaign. Other countries and companies

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noticed, with the GDS model now being copied around the world."

Smart Management for Digital Transformation
Innovative and Agile Contracting for Digital Transformation and

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Industry 4.0

Digital Transformation Strategies
Building the Agile Business
Through Digital Transformation
Understanding the Strategic
Process
Why the Strategy Is Delivery