
Digital Scale The Playbook You Need To Transform Your Company

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Digital Scale The Playbook You Need To Transform Your Company

Digital @ Scale gives you the playbook on how to unlock the full value of digital across the organization." –Chip Bergh, president and CEO, Levi Strauss & Co. "The authors have successfully captured the essence of what it takes to become a successful digital

organization by using a range of different digital transformation examples across industries."

You Need a New Digital Transformation Playbook | IDC Blog

Digital@Scale: The Playbook You Need to Transform Your Company - was published by Wiley in the summer of 2017, in which authors Jürgen Meffert and Anand Swaminathan offer a blueprint for ...

Digital@Scale: Transformation Playbook Digital Scale The Playbook You

Digital @ Scale: The Playbook You Need to Transform Your Company. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the

greatest value is generated--at its core.

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Digital Scale The Playbook You

Scale also requires a modernized infrastructure with new KPIs. As IT suppliers, especially those of you serving infrastructure needs, it is important for you to engage your clients in a dialogue about the new digital KPIs and help them think through their metrics as they build their

infrastructure transformation roadmap.

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Digital @ Scale helps leaders identify exactly what they need to transform, from the overall business model and the central elements of value creation such as product development, marketing, and the supply chain, through to basic functions such as technology, organization, and corporate culture. The authors show how to break down functional silos and build a digital

team; appoint and empower a Chief Digital Officer; and continuously measure the benefits of digital change.

Your Playbook to Digital Transformation - Skip Prichard

Digital @ Scale: The Playbook You Need to Transform Your Company Read an Excerpt Chapter 01 (PDF) Index (PDF) Table of Contents (PDF) Anand Swaminathan, Jürgen Meffert

Digital @ Scale: The Playbook You Need to Transform Your ...

Reach for the Future. Nearly every business is impacted by digital transformation. The key question for leaders is how to overcome the pull of the past to reach for the digital future. The authors of Digital@Scale: The Playbook You Need to Transform Your Company have developed a playbook based on years of McKinsey experience and research.

Digital @ Scale: The Playbook You Need to

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Digital@Scale gives you the playbook on how to unlock the full value of digital across the organization." —Chip Bergh, president and CEO, Levi Strauss & Co. "The authors have successfully captured the essence of what it takes to become a successful digital organization by using a range of different digital transformation examples across industries."

DIGITAL @ SCALE: THE PLAYBOOK YOU NEED TO TRANSFORM YOUR ...

The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves.

Anand Swaminathan & Jürgen Meffert Digital @

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Digital @ Scale: The Playbook You Need to Transform Your ...

Digital @ Scale: The Playbook You Need to Transform Your Company Um novo livro de autores da McKinsey constitui um guia para reinventar a base do seu negócio, com perspectivas práticas sobre os três elementos chave das transformações digitais.

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