

# Digital Transformation

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## Enterprise Digital Transformation CRC Press

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

## A Results-Driven Approach Routledge

One book for the entire journey: How to digitally transform your 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? 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-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 change itself. Featuring the 'how to' of digital transformation devised from successes across every sector, Herbert distills it into five actionable stages. These stages act as a repeatable framework for continual 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 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 Refugees, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others.

## Digital Transformation Game Plan John Wiley & Sons

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 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 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 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 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 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.

## Communication and Learning in an Age of Digital Transformation Springer

Building Intelligent Enterprises by leveraging the emerging and next-generation technologies to accelerate the adoption of digital 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 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, 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 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 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 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 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 Capability Model De Gruyter Oldenbourg

This is not a theory book that discusses academic concepts of the digital capability, but rather a practical field book that describes the proven digital capabilities as the building blocks of digital transformation and the

approach to assessment and improvement of the digital capabilities to achieve successful digital transformation. This book therefore caters best for digital 'practitioners' including IT professionals, marketers and sales reps as well as digital consultants and digital planners. The Digital Capability Model in this book consists of 12 mega capabilities and 77 capabilities, where a mega capability is comprised of a set of capabilities. This book is organized to describe the CAPABILITIES and their MATURITY LEVELS individually according to the taxonomy of the Model. A digital capability is defined in this book as an organizational capacity to produce intended business outcome by combining process, people and technology elements in a way that is unique to each organization. Process element includes process flow, input & output information, and business rules & policies. People element includes organizational structure, and roles, responsibilities & skills. Technology element includes applications, data, and infrastructure around digital technology. The Social Listening capability is for example defined as an organizational capacity to understand what users are talking about on social media and use that for business by combining its well-defined processes, people, and technologies. The Model is comprehensive in scope, making it best suited for those who desire to have a broad understanding of the entire scope of digital capabilities and wish to obtain the cross-boundary, multi-disciplinary knowledge across business and technology. "Many organizations find it difficult to establish a robust yet agile framework for their digital operations. This book is all about a ready-made, yet highly-customizable solution to this challenge. The author suggests thinking of digital capabilities as the building blocks for digital transformation and describes each capability in great detail. Organizations can simply pick and choose those digital capabilities they consider relevant to them, to build their own digital framework. Reading this book and following the steps will put you firmly on the road to achieving dominance in the digital space and providing your customers with consistent, memorable user experiences that will keep them coming back for more." - David Lee, Director Process Innovation, Samsung America. "I was lucky enough to be there when Jace first started to codify his wholistic understanding of digital operations into the Digital Capability Model. As I read through this book four years later, I again see the clarity of his communication, the value of his expansive perspective and the sheer usefulness of this tool. The Model is thorough and intricate, well thought out and well explained. The value of this whole of capability model is tremendous and should become the standard against which digital business is measured." - Nick Crowther, Managing Director, Freerange Future (Webby Awards and SxSW Interactive Awards winner). "A must read for anyone already involved in digital transformation, or wanting to learn how best they can implement and improve their digital operations. Rather than delivering generic and superficial statements about digital transformation, this book covers the essentials of proven digital capabilities and shows you how to use these to implement digital transformation practically. The unified model of Digital Capabilities provides a crash course that introduces readers to all the various aspects of digital transformation. If you're looking for a proven, practical digital framework, this book will exceed your expectations significantly." Jay Jung, Customer & Digital Adviser, Ernst & Young.

## Digital @ Scale Kogan Page Publishers

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 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 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 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 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 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 in October 2020 and generously supported by the Hanns Seidel Foundation.

## A Business-Driven Digital Transformation Framework for Industry 4.0 Columbia University Press

A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. 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. 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. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

## Strategic Digital Transformation CRC Press

EDGE: The Agile Operating Model That Will Help You Successfully Execute Your Digital Transformation " [The authors'] passion for technology allows them to recognize that for most enterprises in the 21st century, technology is THE business. This is what really separates the EDGE approach. It is a comprehensive operating model with technology at its core. " —From the Foreword by Heidi Musser, Executive Vice President and Principal Consultant, Leading Agile; retired, Vice President and CIO, USAA Maximum innovation happens at the edge of chaos: the messy, risky, and uncertain threshold between randomness and structure. Operating there is uncomfortable but it's where organizations " invent the future. " EDGE is a set of fast, iterative, adaptive, lightweight, and value-driven tools to achieve digital transformation, and EDGE: Value-Driven Digital Transformation is your guide to using this operating model for innovation. Jim Highsmith is one of the world's leading agile pioneers and a coauthor of the Agile Manifesto. He, Linda Luu, and David Robinson know from their vast in-the-trenches experience that sustainable digital transformation requires far more than adopting isolated agile practices or conventional portfolio management. This hard, indispensable work involves changing culture and mindset, and going beyond transforming the IT department. EDGE embraces an adaptive mindset in the face of market uncertainty, a visible, value-centered portfolio approach that encourages continual value linkages from vision to detailed initiatives, incremental funding that shifts as strategies evolve, collaborative decision-making, and better risk mitigation. This guide shows leaders how to use the breakthrough EDGE approach to go beyond incremental improvement in a world of exponential opportunities. Build an organization that adapts fast enough to thrive Clear away unnecessary governance processes, obsolete " command and control " leadership approaches, and slow budgeting/planning cycles Improve collaboration when major, fast-paced responses are necessary Continually optimize investment allocation and monitoring based on your vision and goals Register your product for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details. 34 Tenets for Masterfully Merging Technology and Business Routledge

Digital Transformation has become the mantra for many businesses big and small in the last few years with the Covid19 pandemic accelerating such transformations for many organizations. Competitive pressures, higher customer expectations, and prospects of revenue growth are the key drivers for many of these digital initiatives. Various emerging technologies such as Cloud Computing, Machine Learning, Artificial Intelligence, Internet of Things (IoT) and Blockchain are key contributors to these digital transformations. If you are in a CxO role (CIO, CTO, CDO, et. al) for an organization and are responsible for the Digital Transformation of your organization, then this book is for you. This book can be used as a reference guide by the CxO to understand the basic concepts of Digital Transformation along with the fundamentals of various key emerging technologies. The book provides examples of services and tools from Microsoft Azure Cloud to help you harness these technologies to enable your digital transformation scenarios. Throughout the book we have also included industry statistics, expert opinions, business use cases, and customer stories. The book is organized into the following chapters to help you learn in a systematic way: Chapter 1: Digital Transformation This chapter provides an introduction and overview of Digital Transformation including the What, Why, Who and the How of transformation via digital technologies. We also outline of the best practices for successful execution of your transformation initiatives, review key challenges, and reasons for digital transformation failures. Chapter 2: Cloud Computing This chapter outlines Cloud Computing history, core concepts and benefits. Cloud deployment and service models are introduced and discussed in detail. Considerations for transforming legacy IT to Cloud are discussed along with challenges and outlook of Cloud computing. Chapter 3: Azure Cloud Services This chapter dives specifically into Microsoft Azure Cloud and outlines the key services and tools it offers. Basic Azure IaaS, PaaS and DBaaS services are introduced and discussed. Key and emerging Cloud services including serverless, containers and hybrid Cloud are described along with their benefits and business use cases. Chapter 4: Machine Learning Machine learning is introduced along with its core concepts around data, algorithms, models, training, and deployment. Azure Machine Learning tools and services are discussed to help you understand how you can use them to realize your Machine learning scenarios. This chapter concludes with an overview at the challenges and the future of Machine learning. Chapter 5: Artificial Intelligence This chapter explores Artificial Intelligence, its benefits and business use cases. Azure AI platform services available are explored such as Azure Cognitive services, Bot services, Cognitive Search services and Databricks services. AI challenges section looks at primary business and AI domain specific hurdles and issues. Chapter concludes with an outlook of AI with discussion around AI governance, Responsible AI, and Technical Advancements in AI. Chapter 6: Internet of Things (IoT) This chapter reviews the basics of Internet of Things (IoT), its business value, and use cases. Various Azure IoT offerings and services are explored to get you started with it. Azure IoT SaaS solution, IoT Central, is reviewed to see how it can be utilized to build a no-code IoT solution along with building customized solutions. Chapter concludes with IoT challenges and the future of this technology. Chapter 7: Blockchain Overview of Blockchain and its business uses for various industries. Enterprise Blockchain is discussed in detail and Azure Blockchain services are introduced and how they can be used for enterprise scenarios. Chapter also explores various challenges this technology faces along with where this technology is heading in the future.

**How Great Leaders Transform Their Organizations and Shape the Future** Harvard Business Review Press

Is digitalization a value-added approach? Global leaders believe so, and this book reveals how to digitally transform your business model and compete in today's economy. It presents a roadmap consisting of five phases; Digital Reality, Digital Ambition, Digital Potential, Digital Fit, and Digital Implementation, each with step-by-step instructions as well as innovative activities and tools. This is a timely book offering professionals a concise, tried-and-trusted guide to the digital transformation of business models.

**Digital Futures, Digital Transformation** John Wiley & Sons

Become a Digital Master—No Matter What Business You're In If 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.

**Digital Transformation of Learning Organizations** John Wiley & Sons

This book takes an in-depth look at the economics of digital transformation. Presenting a variety of perspectives from experts, it deals with the socioeconomic changes associated with the digital transformation of production systems. The chapters also address the impacts of digital transformation on the sustainable functioning of socioeconomic and environmental systems. Select chapters also investigate the consequences of adopting intelligent learning systems, both in terms of replacing the human labor force and their effects on the smart digital management and security of cities, places, and people. Lastly, chapters discuss important questions regarding innovations leading to sustainable change.

**Industrial Digital Transformation** "O'Reilly Media, Inc."

Delve into industrial digital 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 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 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 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 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 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 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 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 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 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 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 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 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 started with this book.

**Leading Digital** Routledge

Fuel your business' transition into the digital age with this insightful and comprehensive resource *Digital Business Transformation: How Established Companies Sustain Competitive Advantage* 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 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 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 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, 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 challenges of a changing world.

**The Playbook You Need to Transform Your Company** John Wiley & Sons

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 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 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 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 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 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 digital economy but also to avoid its many pitfalls.

**The Digital Transformation Playbook** Packt Publishing Ltd

Rethink your business for the digital age. Every business begun before the 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 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 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 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 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 guide for executives looking to take their firms to the next stage of profitable growth.

**A Practical Guide to the Connected Lab** RosettaBooks

This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

Springer

Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we're headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company's future. This book is your guide. For companies to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their competitors. In their new book, Paul Leinwand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy & global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Build privileged insights into your customers Create value through ecosystems Break up the traditional organization Reposition your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for designing and executing the transformations that are required for companies to succeed in the digital age.

**Accelerate digital transformation with business optimization, AI, and Industry 4.0** Independently Published

*Media Management and Digital Transformation* provides novel and empirically rich insights into the tensions, struggles and innovations of news making and managing in media organizations. From an empirically grounded perspective this book investigates how the 'buzz' of new technology tends to prevent management from seeing which changes are needed and indeed possible to make in the newsroom. It presents ground-breaking research showing that fostering ingenious, innovative solutions can be created from within organizations by engaging and allowing employees to recognize problems, reflect and experiment with new ways of working, using technology as support for change. The research presented arises from a four-year action research project in collaboration with three small and medium-sized Norwegian newspapers, in addition to ethnographic research in newsrooms and on media organizations and phenomena in the USA and Europe. It includes among other empirical examples of newsrooms transitioning from a deadline-controlled workflow to an open-ended flowline production, and provides new tools and methods for fostering collaborative creativity and co-creative innovation practices. It also looks into newsrooms' attempts to strengthen their audience engagement, metrics performance and external collaborations with technology providers, journalism education and action researchers. With theoretical chapters, methodological insights and qualitative case studies of contemporary practices, this book is essential reading for students and practitioners involved with media management globally.

**Guiding the Successful Digitalization of Your Business Model** Routledge

This practical book in instrumental analytics conveys an overview of important methods of 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 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 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 methods, sensors and special methods (e.g. field flow fractionation, flow injection analysis and N-determination according to Kjeldahl). The carefully chosen combination of

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theoretical description of the 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 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 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 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 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, food technology and environmental technology) in the basic training program of analytics at universities and universities of applied sciences.