

By Sunil Gupta Harvard Business School

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Sunil Gupta - Faculty - Harvard Business School
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Sunil Gupta - Faculty - Harvard Business School
Sunil is the Edward W. Carter Professor of Business Administration and chair of the general management program at Harvard Business School. He is also the co-chair of the executive programs on driving digital and social strategy and competing on business analytics and big data. More From Sunil Gupta

Sunil Gupta | Harvard Business School Digital Initiative
Harvard Business School professors Sunil Gupta and Thomas Steenburgh offer a way for managers to conceptualize the most effective approach. Key concepts include: Managers are being held to higher standards to justify customer investments, and need to develop greater analytical skill.

Sunil Gupta - Working Knowledge - Harvard Business School
Sunil Gupta is the Edward W. Carter Professor of Business Administration and Chair of the General Management Program at Harvard Business School. His research has won several awards, including the O'Dell Award, and his most recent book, Driving Digital Strategy: A Guide to Reimagining Your Business, was ranked one of the “Top 10 Technology Books of 2018” by Forbes.

Sunil Gupta | Harvard Online Courses
Sunil Gupta is the Edward W. Carter Professor of Business Administration at Harvard Business School. He is also Cochair of the Executive Program on Driving Digital Strategy. Gupta advises and speaks to companies around the world on issues related to digital transformation.

Amazon.com: Driving Digital Strategy: A Guide to ...
In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't.

Driving Digital Strategy: A Guide to Reimagining Your Business
Sunil Gupta is the Edward W. Carter Professor of Business Administration and the chair of the General Management Program at Harvard Business School.

Driving Digital Strategy - Harvard Business Review
August 28, 2018 Sunil Gupta, a professor at Harvard Business School, argues that many companies are still doing digital strategy wrong. Their leaders think of “going digital” as either a way to cut...

Understanding Digital Strategy - Harvard Business Review
From the Harvard Business School Digital Initiative's Future Assembly on April 6, 2018, Sunil Gupta (Harvard Business School) presents “Driving Digital Strat...

Driving Digital Strategy (Sunil Gupta) - YouTube
Edited by Harvard Business School professor Sunil Gupta, this series covers the fundamental concepts and frameworks that business students must learn in marketing. Each Core Curriculum Reading comes with a Teaching Note, exhibit slides, test banks, and a list of related cases and articles. Readings can be adopted individually or together to meet your course's learning objectives.

Core Curriculum: Marketing | Harvard Business Publishing ...
Sunil Gupta's message in a new book is more positive: Digital “presents an endless number of opportunities for companies from traditional industries,” he writes in Driving Digital Strategy, published last week. But it starts with reimaging what your business is, who your customers are, and how to engage them using digital technology.

Developing a Strategy for the Digital World - Harvard ...
In “Driving Digital Strategy,” Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation...

Driving Digital Strategy: A Guide to Reimagining Your Business
View Sunil Gupta's profile on LinkedIn, the world's largest professional community. Sunil has 4 jobs listed on their profile. ... Harvard Business School, General Management Program (GMP16) HBS ...

Sunil Gupta - Board Member - US Foods | LinkedIn
In his book, 'Driving Digital Strategy', Sunil Gupta, Edward W Carter Professor of Business Administration at Harvard Business School delves on the necessity of this transformation. During his recent visit, he talked to Outlook Business about how some organisations have embraced the new world, while the others seem to be waiting for a miracle.

Sunil Gupta, Harvard Business School On Driving Digital ...
Core Curriculum Readings in Marketing cover fundamental concepts, theories, and frameworks in marketing. For classroom use in higher education, this Reading is accompanied by a Teaching Note, test bank, and exhibit slides. This Reading explores how firms can create value for their customers. The goal of any business is to delight customers by understanding its customers' needs and to provide ...

Marketing Reading: Creating Customer Value | Harvard ...
Sunil Gupta Harvard Business School, 179 Morgan, Soldiers Field, Boston, Massachusetts 02163, sgupta@hbsedu Valarie Zeithaml Kenan-Flagler School of Business, University of North Carolina at Chapel Hill, 4207 McColl, North Carolina 27599, valariez@uncedu Marketing Science Vol 25, No 6, November-December 2006,

[PDF] By Sunil Gupta Harvard Business School
ROSEMONT, Ill.—(BUSINESS WIRE)—US Foods Holding Corp. (NYSE: USFD) announced today that Sunil Gupta, the Edward W. Carter Professor of Business Administration at Harvard Business School, has...

US Foods Announces Appointment of New ... - Business Wire
Digital Innovation Peloton, Goldman Sachs, and Designing a Digital Strategy In a recent interview, Harvard Business School professor Sunil Gupta talks about going beyond the buzzword “digital transformation” to design a digital strategy that works.

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