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transformation -- George Westerman How eBooks Work - Computerphile Bedah Buku - Leading Digital : Turning Technology into Business Transformation [Part 1] Leading Digital Turning Technology Into Pete Blackshaw, Global Head of Digital and Social Media, Nestlé— “Successful transformation of your organization to digital doesn’t just happen—you need to lead it. Leading Digital shows the key elements and processes that have made Digital Masters out of companies around the globe, in many different industries, not just high-tech. A must-read.”

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Leading Digital: Amazon.co.uk: Westerman, George, Bonnet ...

“Leading Digital provides comprehensive, fact-based insights into how multinational companies can leverage digital technology to transform their businesses’ performance. In this book, the authors provide not only the inspiration, but also the practical

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guidance required for CEOs to successfully navigate this complex transformation."

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Leading Digital is about setting and executing strategy of "going digital" or using new technology and innovation in customer engagement, internal processes optimization. The books lists some random examples of companies that according to the authors are "Digital Masters" - companies leading both in digital capabilities and leadership capabilities to execute the digital vision.

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Transformation George Westerman, Didier Bonnet,

Andrew McAfee. 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 ...

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Leading Digital: Turning Technology Into Business

Transformation: Authors: George Westerman, Didier

Bonnet, Andrew McAfee: Edition: illustrated: Publisher:

Harvard Business Press, 2014: ISBN:...

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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...

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Chief Digital Officer (CDO) - turns the technology cacophony into a Symphony! This role creates a digital vision, paints a picture for the organisation of digital possibilities and coordinates digital activities. This can be a temporary or permanent role. Digital Liaisons - are champions who can drive the digital initiatives at local level. They steer the transformation at local level often working in to a CDO.

An Executive Summary: Leading Digital by George Westerman ...

Leading Digital: Turning Technology Into Business Transformation The next imminent phase of digital

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transformation – driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices – will make everything that's happened so far seem like a prelude.

George Westerman

George Westerman discusses concepts introduced in his book on "Turning Technology into Business Transformation." He offers guidance through the context of fi...

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illuminate the principles and practices that lead to
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Digital Masters, firms that are making huge
technological strides, are investing in both the what of
technology (referred to as digital capabilities) and the

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how of change leadership (or leadership capabilities) to gain advantages over their competitors. These two dimensions are made up of four levels of digital mastery: Beginners Fashionistas Conservatives Digital Masters Digital Mastery

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Leading Digital: Turning Technology into Business ...
In Leading Digital, authors George Westerman, Didier

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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.

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Business ...

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

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Digital Masters see technology as a way to change the way they do business -- their customer engagements, internal operations, and even business models." They also point out that, for Digital Masters, committed leadership is more than just a phrase buzzing around the C-suite. "It is the lever that turns technology into transformation.

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