

## The Digital Transformation Playbook Rethink Your Business For The Digital Age By David L Rogers Paul Heitsch Tantor Audio

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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' 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 guides 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. PLEASE NOTE: When you purchase this title, the accompanying PDF will be available in your Audible Library along with the audio.

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**In this book david rogers consolidates his years**

**of research findings into a step by step digital transformation playbook to help you rethink your business for the digital age using 9 key strategic planning tools in 5 strategic domains**

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**The digital transformation playbook has relatively few downsides if you fit into the book's target market an established business looking to competitively optimize your online presence if you don't fit into that category some initial parts of the book may seem more attuned to big businesses with a lot of resources**

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**But the rising importance of digital capabilities to the overall business strategy means ceos need to take a lead role in designing and executing digital transformation but if you're a manager department head or team lead you know this view doesn't exactly represent what digital transformation looks like on the ground**

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**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**

The five domains of digital transformation published on apr 1 2016 read an excerpt from the digital transformation playbook rethink your business for the digital age by david l rogers.

In the digital transformation playbook summary we ll outline insights from david rogers on how you can rethink your business for the digital age using 9 key strategic planning tools in 5 strategic domains. Digital transformation is the guidebook every business and government leader needs to survive and thrive in the new digital age image credited to regan mccamey please note when you purchase this title the accompanying pdf will be available in your audible library along with the audio. Rethink your business for the digital age every business begun before the internet now faces the same challenge how to transform to pete 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. The digital transformation playbook rethink your business for the digital age columbia business school publishing kindle edition by david l rogers author david rogers author format kindle edition 4 7 out of 5 stars 167 ratings see all 3 formats and editions hide other.

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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 panies can reinvigorate their game plans and capture the new opportunities of the digital world.

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