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Sommario/riassunto	<p>Today, companies worldwide are applying digital transformation to redesign traditional business models and strategies in the context of new disruptive technologies, digitally-savvy consumers, and our globally connected society. This strategic guide for business and IT executives focuses on how today's most disruptive technologies (including social, mobile, analytics, cloud, wearables, intelligent automation, robotics, and the IoT) can be applied in powerful combinations, together with platform business models, mastery of digital services, and leading practices in corporate innovation, to help you develop and execute your digital strategies for competitive advantage. -- "The digital transformation, based on vast data from cheap sensors and cloud intelligence, will enable new business models, new strategies, and new empires in all industries. Using insight and case studies, Mastering Digital Business does a superb job guiding us through the changes coming, and helping us think through not only new product and logistics strategies, but how management itself must evolve to thrive in the coming decades." R. Preston McAfee, Microsoft, Chief Economist. --- "By their very nature, transformations require disruptive changes. Digital transformations requires companies to be in</p>

a state of constant change. Mastering Digital Business shows that successful digital transformation goes beyond leading edge technology to include disruptive business models, redesigned processes, and – most importantly – cultural change." Jonathan Becher, SAP, Chief Digital Officer --- "Mastering Digital Businesses is a highly topical book and a must read for both business and IT executives looking to come out on top by leveraging disruptive technologies. Nick is a brilliant writer and in this book he combines case studies with in-depth analysis to provide valuable insights for digital leaders. The importance for traditional players to swiftly move towards a more agile and flexible digital environment while blending the 'new' with the 'old' can't be understated and Nick takes the reader through a straightforward thought process for how to do this successfully." Robert Eriksson, Lloyds Banking Group, Head of Engineering, Digital & Transformation ---

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