

1. Record Nr.	UNINA9910337794803321
Titolo	Digitalization Cases : How Organizations Rethink Their Business for the Digital Age // edited by Nils Urbach, Maximilian Röglinger
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-319-95273-0
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (329 pages)
Collana	Management for Professionals, , 2192-8096
Disciplina	303.4833
Soggetti	Management information systems Computer science Leadership Management Industrial management Application software Business Information Systems Management of Computing and Information Systems Business Strategy/Leadership Innovation/Technology Management Information Systems Applications (incl. Internet)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Digitalization Cases: How Organizations Rethink their Business for the Digital Age -- Part I: Digital Disruption -- Part II: Digital Business -- Part III: Digital Transformation. .
Sommario/riassunto	This book presents a rich compilation of real-world cases on digitalization, the goal being to share first-hand insights from respected organizations and to make digitalization more tangible. As virtually every economic and societal sector is now being challenged by emerging technologies, the digital economy is a highly volatile, uncertain, complex and ambiguous place – and one that holds substantial challenges and opportunities for established organizations. Against this backdrop, this book reports on best practices and lessons

learned from organizations that have succeeded in overcoming the challenges and seizing the opportunities of the digital economy. It illustrates how twenty-one organizations have leveraged their capabilities to create disruptive innovations, to develop digital business models, and to digitally transform themselves. These cases stem from various industries (e.g. automotive, insurance, consulting, and public services) and countries, reflecting the many facets of digitalization. As all case descriptions follow a uniform schema, they are easily accessible, and provide insightful examples for practitioners as well as interesting cases for researchers, teachers and students. Digitalization is reshaping business on a global scale, and it is evident that organizations must transform to thrive in the digital economy. Digitalization Cases provides first-hand insights into the efforts of renowned companies. The presented actions, results, and lessons learned are a great inspiration for managers, students, and academics. Anna Kopp, Head of IT Germany, Microsoft Understanding digitalization in all its facets requires knowledge about its opportunities and challenges in different contexts. Providing 21 cases from different companies all around the world, Digitalization Cases makes an important contribution toward the comprehensibility of digitalization – from a practical and a scientific point of view. Dorothy Leidner, Ferguson Professor of Information Systems, Baylor University This book is a great source of inspiration and insight on how to drive digitalization. It shows easy to understand good practice examples which illustrate opportunities, and at the same time helps to learn what needs to be done to realize them. I consider this book a must-read for every practitioner who cares about digitalization. Martin Petry, Chief Information Officer and Head of Business Excellence, Hilti .

---