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Nota di contenuto	The Digital Imperative: The Need for Transformation -- The Digital Business: Designing the Transformation -- The Digital Transformation: Executing the Transformation -- Case Studies. .
Sommario/riassunto	The digital revolution is changing virtually every aspect of the business world. However, most attempts at the digital transformation of enterprises fail – largely because of a lack of comprehensive and coherent strategy. This book takes lessons learned from the rise of the digital platform giants and explores how they can be adapted and effectively applied to established businesses, allowing them to compete within the new digital business paradigm. Offering a holistic perspective on the business and technology landscape, the book describes the megatrends, evolution and impact of digital technologies and business models. It brings together what for many is a disjointed set of business transformation imperatives, to provide a practical guide to digital success. Drawing on the authors' decades of experience in supporting transformation and innovation, the book lays out a path to

a progressive iteration of business change and value realization,
balancing the perspectives of revolutionary transformation and change-
enabling optimization.
