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Nota di contenuto	Introduction: Waiting for Death?- Data-Driven Services - Model for an Industrial Turning Point -- The Digital Revolution Is Everywhere -- Data Is Power -- The Modern Value Chain Stage Architecture -- Call to Arms for a Change in Corporate Culture -- Progressive Thinking -- Digital Society -- My Motto for Success? Adopt a Proactive Approach -- Not Without a Team -- Celebrating Success and Failure Together -- First, Look Inwards, then to the Customer -- Management 4.0.
Sommario/riassunto	Digitalization is the greatest change project that we have ever known, and data is circulating in unimaginable quantities and at unimaginable speed. In this book, the author urges managers and business leaders to embrace this constant state of change in cooperation with their team. He addresses how corporate culture and hierarchies have to change to adapt to new digital workspaces and value chains. These changes also include questions about the use and storage of data, customer relations and international teamwork. The book is especially geared towards managers in manufacturing industries and companies. .

