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Autore	Ma Xiaodong
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Nota di contenuto	Part I: Why do you implement digital transformation? -- Chapter 1: The Significance of Digital Transformation -- Chapter 2: 3 Ways of Digital Disruptions to Traditional Industries -- Part II: When do you implement digital transformation? -- Chapter 3: New-born Species of Digitalization -- Chapter 4: 2 Major Reasons to Accelerate Digital Transformation -- Chapter 5: When do you implement digital transformation? -- Part III: What is digital transformation? -- Chapter 6: The Elements of Digital Transformation -- Part IV: Should you implement digital transformation? -- Chapter 7: Self-assessment of Digital Transformation -- Part V: Who is responsible for digital transformation -- Chapter 8: The Main Driver of Digital Transformation -- Part VI: How do you implement digital transformation? -- Chapter 9: Failures of Digital Transformation -- Chapter 10: How to achieve digital transformation at low cost -- Chapter 11: Six-diagram Method of Digital Transformation -- Chapter 12: To whom should digitalization be empowered? -- Chapter 13: How do CDO implement digital

transformation? -- Chapter 14: How do CTO/CIO control digital transformation? -- Chapter 15: Insights from Alibaba's Digital Transformation -- Part VII: Critical tools of digital transformation ----- data platform -- Chapter 16: The Development of Data Centers -- Chapter 17: Interpretation of the Role of Data Centers -- Chapter 18: Five Elements of Data Centers -- Chapter 19: Implementation Path of Data Centers -- Part VIII: Case studies of digital transformation -- Chapter 20: The Help from Intelligent Marketing Cloud for Retailers to Achieve Digital Transformation -- Chapter 21: Building an Intelligent Marketing System for New Retailers -- Chapter 22: Renowned Enterprises Build Industrial Internet Platforms -- Chapter 23: A University Builds a Digital Campus -- Chapter 24: An Urban Merchant Bank Builds a Digital Bank -- Appendix: Architectural Diagrams of Digital Transformation Solutions for 9 Major Enterprises.

Sommario/riassunto

This book focuses on why and how to achieve digital transformation for enterprises and organizations by introducing cases in China. Its purpose is to highlight the importance and improve the understanding for digital transformation and related issues, like human resource allocation, and how to improve the efficiency and success rate in a low-cost and low-risk way. In this way, the cases in the book avoid the most common traps during the digital transformation process, enabling R&D and business personnel, and data practitioners in the organization to figure out the implementation and processes involved, and hence better understand how to work with senior management team when implementing the transition plan. The middle and senior level managers such as company executives, presidents in banks and universities, and officials in government, are also the target audience.
