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Nota di contenuto	Cover -- Halftitle Page -- Title Page -- Contents -- Acknowledgements -- INTRODUCTION: How to Digitally Transform -- The essentials of digital transformation -- What is real digital transformation? -- Distilling success into five stages: BUILD -- 1. BUILD Stage 1: Bridge -- Why Bridge? -- External Gaps -- Internal Gaps -- Shared vision for transformation -- 2. BUILD Stage 2: Uncover -- Why Uncover? -- Barriers to Transformation -- Routes to Transformation -- 3. BUILD Stage 3: Iterate -- Why Iterate? -- Leading the Programme -- Running Iterative Projects -- Proven Methodologies -- 4. BUILD Stage 4: Leverage -- Why Leverage? -- How to leverage internally -- Methods for internal leverage -- How to leverage externally -- Methods for external leverage -- 5. BUILD Stage 5: Disseminate -- Why Disseminate? -- How to disseminate transformation -- How to scale innovation -- Scale the Iterative Team Model -- Conclusion: Final Thoughts for your Journey -- The essentials of digital transformation -- Last words for the road -- References -- Index -- Imprint.