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Nota di contenuto	Chapter 1 Drivers of Change -- Chapter 2 Focus and Discipline -- Chapter 3 Idea Incubation -- Chapter 4 Operational Excellence -- Chapter 5 Customer-Driven Change -- Chapter 6 Strategy vs. Execution -- Chapter 7 Hire Captains, Not Kings or Queens -- Chapter 8 Integrated Ecosystems -- Chapter 9 Digital Proficiency and Innovation -- Chapter 10 Are You "Digitally Determined" or "Digitally Distraught"? -- Chapter 11 Use Case: The Smart City -- Chapter 12 Looking Ahead: Runway or Precipice? -- Chapter 13 AI: The Elephant in the Room -- Afterword -- About the Author -- Index.
Sommario/riassunto	Why digital transformation is necessary and how to develop and execute a successful digital transformation strategy. Even though the term 'Digital Transformation' is prevalent throughout the current business landscape, various misunderstandings and misconceptions are often attached to it. Everyone agrees that digital transformation is essential for any enterprise, but few can define what it actually means to the modern business. Digital transformation does not specifically or exclusively define the consequences of digital technology. The term refers to the fact that technology, which happens to be digital, enables people to solve their traditional problems with digital solutions. It's not

to say that their problems could not be solved using the older methods, they simply prefer the new way. Digital (R)evolution: Strategies to Accelerate Business Transformation explains why digital transformation is necessary and provides a framework for executing an effective implementation strategy. Filling a significant gap in current knowledge, this timely book helps senior executives and technology leaders create practical strategies which, when correctly applied, lead to successful digital transformation. Author Yuri Aguiar, Chief Innovation and Transformation Officer at The Ogilvy Group, shares his real-world insights on developing new, digital-based business models and internal processes. Written in clear, straightforward language, this valuable guide: Serves as a blueprint for successful digital transformation in any enterprise or organization; Addresses the strategy and governance requirements of businesses regardless of industry; Features in-depth, firsthand examples of various transformation strategies; Explains the factors that cause strategies to succeed or fail. Digital (R)evolution: Strategies to Accelerate Business Transformation is a much-needed resource for C-suite executives, corporate board members, corporate attorneys, investors, and venture capitalists.

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