

1. Record Nr.	UNINA9910816981603321
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Titolo	Goliath's revenge : how established companies turn the tables on digital disruptors / / Todd Hewlin, Scott A. Snyder
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2019
ISBN	1-119-54191-3 1-119-54190-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (291 pages)
Classificazione	BUS041000BUS0000000BUS071000
Disciplina	658.05
Soggetti	Information technology - Management Business enterprises - Technological innovations - Management Electronic records BUSINESS & ECONOMICS / Management BUSINESS & ECONOMICS / General BUSINESS & ECONOMICS / Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: Foreword Chapter 1 How Much Time Do You Have? Chapter 2 The Incumbent's Advantage Chapter 3 Winner Takes Most Chapter 4 Rule #1: Deliver Step-Change Customer Outcomes Chapter 5 Rule #2: Pursue Big I and Little I Innovation Chapter 6 Rule #3: Use Your Data as Currency Chapter 7 Rule #4: Accelerate Through Innovation Networks Chapter 8 Rule #5: Value Talent Over Technology Chapter 9 Rule #6: Reframe Your Purpose Chapter 10 Company View: Your Disruptor's Playbook Chapter 11 Career View: Disrupt Yourself Appendix New Rules Templates About the Authors Index.
Sommario/riassunto	Harness your company's incumbent advantages to win the digital disruption game Goliath's Revenge is the practical guide for how executives and aspiring leaders of established companies can run the Silicon Valley playbook for themselves and capitalize on digital disruption. Technologies like artificial intelligence, robotics, internet of things, blockchain, and immersive experiences are changing the basis of competition in every industry. New competitors are emerging while

traditional ones are falling behind. Periods of intense change provide remarkable opportunities. Goliath's Revenge delivers an insider's view of how industry leaders like General Motors, NASA, The Weather Channel, Hitachi, Mastercard, Procter & Gamble, Penn Medicine, Discovery, and Cisco are accelerating innovation, building new skills, and disrupting themselves to come out stronger in this post-digital age. Learn how to leverage your company's scale, reach, data, and expertise to launch breakthrough offerings that fend off attackers and secure your position as a future industry leader. Using real success cases and recommendations, this invaluable resource shows how to realign your business model, reset your talent development priorities, and retake market share lost to digital-ready competitors. Drawing from extensive experience in digital transformation, leadership development, and strategic planning, the authors show how established companies can switch from defense to offense to thrive in this new digital environment. Learn the six new rules that separate winners from losers in the age of digital disruption

Prioritize your innovation investments to rebuild your competitive moat
Employ smart cannibalization to defend your core business
Deliver step-change customer outcomes to grow into adjacent markets
Reframe your purpose and make talent the centerpiece of your digital innovation strategy

Goliath's Revenge is a must-read for business leaders and innovators in small, mid-sized, and large organizations trying to win the digital disruption game. This book helps you reset both your company strategy and professional development priorities for long-term success.
