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Autore	Camera, Matteo
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Autore	Frankenberger Karolin
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Nota di contenuto

Introduction: The Digitization of Your Core Business Is Necessary, But the Future of Your Company Lies in Its New, Disruptive Business Parts
1: Why to Act Chapter 1: Act or Die, Pretty Soon Part 2: What to Do
Chapter 2: How to Make Your Strategy, Business Model, and Digital Initiatives Stop Fighting Each Other and Work Together Part 3: How to Do It Chapter 3: Organization: How to Develop a Flexible Organization
Chapter 4: Technology: How to Use Technology as a Driver for the Transformation Chapter 5: Processes: How to Get Stuff Done Chapter 6: Leadership: What to Look for in Leaders and How to Find Them Chapter 7: People: What to Look for in Talent and How to Develop the Workforce of the Future Chapter 8: Culture: How to Galvanize an Organization and Help Your People Pull Together Part 4: Where to See Results Chapter 9: Because You're Not Doing This for Fun But for Results Conclusion: Reinvent Your Organization by Putting the Pieces Together Notes Resources Acknowledgments About the Authors Index

Sommario/riassunto

"The Digital Transformer's Dilemma speaks to companies that need to transform their traditional business model. The book explores how to strike a balance between maintaining profitability in the core business while at the same time establishing the new digital business. This holistic look at the two S-curves (instead of just zeroing in on 2nd S-curve champions and ignoring the core business) is a departure from most of what readers are likely to have come across in the past. We focus on the interaction and establishing a bridge between the core business S-curve and the new business S-curve, because the 1st S-curve will remain important for the time being. The core part of the book explains how to set up the right infrastructure for digital transformation: flexible organization, technology as an enabler, process set-up, etc. It also explains the crucial soft skills required"--