

A ROADMAP FOR A DIGITAL TRANSFORMATION MCKINSEY COMPANY

REWIRED DIGITAL AT SCALE FAST TIMES E-BUSINESS IN THE 21ST CENTURY: ESSENTIAL TOPICS AND STUDIES (SECOND EDITION) HANDBOOK OF RESEARCH ON DIGITALIZATION SOLUTIONS FOR SOCIAL AND ECONOMIC NEEDS ARTIFICIALITY AND SUSTAINABILITY IN ENTREPRENEURSHIP MOVING BUSINESSES ONLINE AND EMBRACING E-COMMERCE: IMPACT AND OPPORTUNITIES CAUSED BY COVID-19 THE FUTURE OF WORK IN THE ASIA PACIFIC SHIELDS UP DIGITAL & INFORMATION TECHNOLOGY STRATEGY JOURNAL HACKING DIGITAL: BEST PRACTICES TO IMPLEMENT AND ACCELERATE YOUR BUSINESS TRANSFORMATION THE HUMAN SIDE OF DIGITAL BUSINESS TRANSFORMATION WINNING IN 2025 REWIRED FORMULA 4.0 FOR DIGITAL TRANSFORMATION DATA, ALGORITHMS AND POLICIES SHAPING THE DIGITAL ENTERPRISE THE DIGITAL FRONTIER INTRODUCTION TO INFORMATION SYSTEMS MOBILE COMPUTING ERIC LAMARRE ANAND SWAMINATHAN ARUN ARORA JUN XU PETTINGER, RICHARD RICHARD ADAMS SEMERDOV, TEREZA SUBAS P. DHAKAL GREGORY J. SKULMOSKI KRIS SAFAROVA MICHAEL WADE KAMALES LARDI MICHAEL DE KARE-SILVER ERIC LAMARRE VENKATESH UPADRISTA MARIO CIMOLI GERHARD OSWALD AJAY SOHONI R. KELLY RAINER

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IN REWIRED THE WORLD'S MOST INFLUENTIAL MANAGEMENT CONSULTING FIRM MCKINSEY COMPANY DELIVERS A ROAD TESTED HOW TO
MANUAL THEIR OWN CONSULTANTS USE TO HELP COMPANIES BUILD THE CAPABILITIES TO OUTCOMPETE IN THE AGE OF DIGITAL AND AI
MANY COMPANIES ARE STUCK WITH DIGITAL TRANSFORMATIONS THAT ARE NOT MOVING THE NEEDLE THERE ARE NO QUICK FIXES BUT
THERE IS A PLAYBOOK THE ANSWER IS IN REWIRING YOUR BUSINESS SO HUNDREDS THOUSANDS OF TEAMS CAN HARNESS TECHNOLOGY TO
CONTINUOUSLY CREATE GREAT CUSTOMER EXPERIENCES LOWER UNIT COSTS AND GENERATE VALUE IT'S THE CAPABILITIES OF THE
ORGANIZATION THAT WIN THE RACE MCKINSEY DIGITAL'S TOP LEADERS ERIC LAMARRE KATE SMAJE AND RODNEY W ZEMMEL PROVIDE
PROVEN HOW TO DETAILS ON WHAT IT TAKES IN SIX COMPREHENSIVE SECTIONS CREATING THE TRANSFORMATION ROADMAP BUILDING A
TALENT BENCH ADOPTING A NEW OPERATING MODEL PRODUCING A DISTRIBUTED TECHNOLOGY ENVIRONMENT SO TEAMS CAN INNOVATE
EMBEDDING DATA EVERYWHERE AND UNLOCKING USER ADOPTION AND ENTERPRISE SCALING TESTED ITERATED REWORKED AND TESTED AGAIN
OVER THE YEARS MCKINSEY'S DIGITAL AND AI TRANSFORMATION PLAYBOOK IS CAPTURED IN THE PAGES OF REWIRED IT CONTAINS
DIAGNOSTIC ASSESSMENTS OPERATING MODEL DESIGNS TECHNOLOGY AND DATA ARCHITECTURE DIAGRAMS HOW TO CHECKLISTS BEST
PRACTICES AND DETAILED IMPLEMENTATION METHODS ALL EXEMPLIFIED WITH DEMONSTRATED CASE STUDIES AND ILLUSTRATED WITH 100

EXHIBITS REWIRED IS FOR LEADERS WHO ARE READY TO ROLL UP THEIR SLEEVES AND DO THE HARD WORK NEEDED TO REWIRE THEIR COMPANY FOR LONG TERM SUCCESS

A BLUEPRINT FOR REINVENTING THE CORE OF YOUR BUSINESS VALUE IN THE NEXT PHASE OF THE DIGITAL ERA WILL GO TO THOSE COMPANIES THAT DON T JUST TRY DIGITAL BUT ALSO SCALE IT DIGITAL SCALE EXAMINES WHAT IT TAKES FOR COMPANIES TO BREAK THROUGH THE GRAVITATIONAL PULL OF THEIR LEGACY ORGANIZATIONS AND CAPTURE THE FULL VALUE OF DIGITAL DIGGING INTO MORE THAN FIFTY DETAILED CASE STUDIES AND YEARS OF MCKINSEY EXPERIENCE AND DATA THE AUTHORS ALONG WITH A GROUP OF EXPERT CONTRIBUTORS SHOW HOW COMPANIES CAN MOVE BEYOND INCREMENTAL CHANGE TO TRANSFORM THE BUSINESS WHERE THE GREATEST VALUE IS GENERATED AT ITS CORE THE AUTHORS PROVIDE PRACTICAL INSIGHTS INTO THE THREE PILLARS OF DIGITAL TRANSFORMATIONS THAT SUCCESSFULLY SCALE REINVENTING THE BUSINESS MODEL BUILDING OUT A BUSINESS ARCHITECTURE FROM THE CUSTOMER BACK INTO THE ORGANIZATION AND ESTABLISHING AN AMOEBA IT AND ORGANIZATIONAL FOUNDATION THAT LEARNS AND EVOLVES THIS IS THE IDEAL GUIDE FOR ALL LEADERS WHO RECOGNIZE THE POWER AND PROMISE OF A DIGITAL TRANSFORMATION

THIS BOOK IS FOR SENIOR EXECUTIVES WHO ARE FRUSTRATED BY THE SLOW PACE AND LIMITED RETURN ON INVESTMENT ROI OF THEIR DIGITAL TRANSFORMATIONS AND ARE UNSURE WHAT S HOLDING THEM BACK PAGE 9

IN THE WORLD OF INTERNET WIDE ADOPTION OF COMPUTING DEVICES DRAMATICALLY REDUCES STORAGE COSTS WITH EASY ACCESS TO HUGE AMOUNT OF DATA THUS POSING BENEFITS AND CHALLENGES TO E BUSINESS AMONGST ORGANIZATIONS THIS UNIQUE COMPENDIUM COVERS CURRENT STATUS AND PRACTICES OF E BUSINESS AMONG ORGANIZATIONS THEIR CHALLENGES AND FUTURE DIRECTIONS IT ALSO INCLUDES STUDIES OF DIFFERENT PERSPECTIVES AND MARKETS OF E BUSINESS THE MUST HAVE VOLUME WILL BE A GOOD REFERENCE TEXT

FOR PROFESSIONALS AND ORGANIZATIONS WHO ARE UPDATING THEIR E BUSINESS KNOWLEDGE SKILLS AND PLANNING THEIR E BUSINESS INITIATIVES

DIGITAL SOLUTIONS ARE SUFFICIENTLY VERSATILE AND AGILE TO SHAPE BUSINESS PROCESSES AND ENTERPRISE ARCHITECTURE ANSWER THE COVID 19 CRISIS SOLVE CLIMATE CHANGE TEMPER POLITICAL CONFLICT GENERATE NEW EMPLOYMENT OPERATING MODELS AND SOLVE HEALTH ISSUES THESE SOLUTIONS BENEFIT BUSINESSES AS AN INTEGRAL PART OF THE ECONOMY AND SOCIETY AND THEREFORE MUST BE STUDIED FURTHER TO ENSURE THEY ARE UTILIZED APPROPRIATELY THE HANDBOOK OF RESEARCH ON DIGITALIZATION SOLUTIONS FOR SOCIAL AND ECONOMIC NEEDS INTRODUCES THE AGILE OPERATING MODEL THAT HAS TRIGGERED DIGITAL TRANSFORMATION AND THE PLETHORA OF WAYS IT HAS BECOME OF PRACTICAL USE RECENTLY THE BOOK ALSO ARGUES THE BUSINESS RATIONALE OF DIGITALIZATION COVERING KEY TOPICS SUCH AS INNOVATION SUSTAINABILITY AND BUSINESS TRANSFORMATION THIS MAJOR REFERENCE WORK IS IDEAL FOR BUSINESS OWNERS MANAGERS COMPUTER SCIENTISTS INDUSTRY PROFESSIONALS RESEARCHERS SCHOLARS ACADEMICIANS LIBRARIANS POLICYMAKERS PRACTITIONERS EDUCATORS AND STUDENTS

THIS OPEN ACCESS EDITED VOLUME EXPLORES THE PAST PRESENT AND FUTURE OF ARTIFICIALITY AND SUSTAINABILITY IN ENTREPRENEURSHIP THE UNFORESEEN CONSEQUENCES AND WAYS TO ADVANCE TO A SUSTAINABLE FUTURE IN PARTICULAR IT CONNECTS ARTIFICIALITY SUSTAINABILITY AND ENTREPRENEURSHIP INTERTWINING ARTIFICIAL WITH THE SPECIFIC PHENOMENON OF THOSE NOVEL DIGITAL TECHNOLOGIES THAT PROVOKE CONTINUOUS AND SIGNIFICANT CHANGE IN OUR LIVES AND BUSINESS UNLIKE DIGITAL ENTREPRENEURSHIP RESEARCH WHICH FOCUSES ON DIGITAL TECHNOLOGY DEVELOPMENT AND MANAGEMENT THIS BOOK COVERS PROCESSES AND MECHANISMS OF SUSTAINABLE ADAPTABILITY OF ENTREPRENEURS THE BUSINESS LOGIC OF START UPS AND THE COLLABORATIVE BEHAVIOURS UNDER THE MASS DIGITAL

TRANSFORMATION INCLUDING THE PREVALENCE OF ARTIFICIAL INTELLIGENCE SOME OF THE QUESTIONS THAT THIS BOOK ANSWERS ARE AS FOLLOWS HOW HAS ENTREPRENEURSHIP REACTED TO SUCH CHALLENGES PREVIOUSLY WHAT LESSONS HAVE BEEN LEARNED AND NEED TO BE CARRIED FORWARD HOW CAN ENTREPRENEURSHIP AND THE ARTEFACTS OF ENTREPRENEURSHIP RESPOND TO CURRENT CHALLENGES WHAT SHOULD BE THE MINDSET OF THE ENTREPRENEUR TO ASSURE SUSTAINABLE ADAPTATION HOW TO EMBRACE AND EMBED THE NEW BUSINESS LOGIC

THE COVID 19 PANDEMIC CAUSED GLOBAL SHOCK TO THE ENTIRE ECONOMIC SYSTEM AS A RESULT OF THE GOVERNMENT RESTRICTIONS BOTH PRODUCTION AND DISTRIBUTION CHANNELS WERE INTERRUPTED IN THIS SITUATION HOWEVER IT WAS POSSIBLE TO OBSERVE THAT SOME COMPANIES WERE ABLE TO ADAPT TO THESE NEW CONDITIONS THE DEMAND FOR THE POSSIBILITY OF TRANSLATING PHYSICAL BUSINESS INTO VIRTUAL INCREASED THE COVID 19 RESTRICTIONS SHOWED THAT MANY ENTREPRENEURS DO NOT HAVE ENOUGH KNOWLEDGE ABOUT THE AVAILABLE ONLINE TOOLS AND POSSIBILITIES GIVEN THAT THE DIGITAL TRANSFORMATION OF BUSINESS TODAY OFTEN CONSISTS ONLY OF INCORPORATING EXISTING TOOLS INTO EXISTING PROCESSES TRANSITION TO E COMMERCE COULD BE MADE EASILY AND QUICKLY MOVING BUSINESSES ONLINE AND EMBRACING E COMMERCE IMPACT AND OPPORTUNITIES CAUSED BY COVID 19 ANALYZES THE IMPACT OF COVID 19 RELATED RESTRICTIONS ON BUSINESS MODELS OF ENTERPRISES AFFECTED MOST BY THESE RESTRICTIONS AND EXAMINES TRANSFORMATIONAL CHANGES INDUCED BY THE ACCELERATED ADOPTION OF INTERNET TECHNOLOGIES AND TRANSITION TO E COMMERCE BASED BUSINESS MODELS COVERING TOPICS SUCH AS CUSTOMER RELATIONSHIP MANAGEMENT CRM SMALL AND MEDIUM ENTERPRISES SMES AND CUSTOMER LOYALTY THIS BOOK SERVES AS AN ESSENTIAL RESOURCE FOR BUSINESS OWNERS CEOS MANAGERS IT CONSULTANTS WEB DEVELOPERS STUDENTS PROFESSORS ENTREPRENEURS RESEARCHERS INDUSTRY PROFESSIONALS AND ACADEMICIANS

BRINGING TOGETHER INFORMED ANALYSES ON THE CHALLENGES OF CRITICAL SKILL SHORTAGES CSS IN THE ASIA PACIFIC REGION THIS BOOK PROVIDES 14 COUNTRY REPORTS TO DISCUSS THE CRITICAL JOBS AND SKILLS TO ACHIEVE LONG TERM POLICIES AND APPROACHES TOWARDS REALISING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS SDGS THE CONTRIBUTORS OF THE VOLUME DISCUSS THE WORKFORCE PROJECTIONS AND PLANNING EXISTING PROGRAMMES THAT ADDRESS THE SKILLS AND JOBS NEEDED AND WORKFORCE POLICY CHALLENGES THAT NEED TO BE ADDRESSED TO ACHIEVE THE SDGS THE BOOK IDENTIFIES TWO TYPES OF CSS PRESENT IN THE WORKFORCE ONE BEING SKILLED LABOUR SHORTAGES IN EXISTING INDUSTRIES AND THE SECOND BEING SOFT SKILLS LIKE CRITICAL THINKING AND PROBLEM SOLVING SKILLS EXTENDING THE DISCUSSION BEYOND IMMEDIATE SKILL SHORTAGES THE BOOK ASSESSES LONGER TERM POLICIES AND APPROACHES TO TACKLE THE 2030 UNITED NATIONS AGENDA FOR SUSTAINABLE DEVELOPMENT THIS BOOK WILL INTEREST RESEARCHERS IN THE FIELDS OF HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT INTERNATIONAL BUSINESS DEVELOPMENT STUDIES AND POLICYMAKERS FROM THE ASIA PACIFIC REGION

THE DEMAND FOR CYBERSECURITY EXPERTISE IS GROWING PHENOMENALLY ENHANCING CYBERSECURITY PROJECT SKILLS WILL BOOST TECHNOLOGY PROFESSIONALS CAREERS AND IMPROVE ORGANIZATIONAL CYBERSECURITY READINESS SHIELDS UP CYBERSECURITY PROJECT MANAGEMENT PROVIDES AN END TO END FRAMEWORK TUNED FOR CYBERSECURITY PROJECTS MORE EXPERIENCED CYBERSECURITY PROFESSIONALS WILL APPRECIATE THE INNOVATIVE AND LEAN ELEMENTS OF THIS APPROACH THE READER IS GUIDED THROUGH THE DELIVERY MANAGEMENT AND OPTIMIZATION APPROACH THAT INCREASES THE PROBABILITY OF CYBERSECURITY PROJECT SUCCESS CYBERSECURITY PROJECT MANAGEMENT IN SHIELDS UP BRINGS TOGETHER INTERNATIONAL FRAMEWORKS SUCH AS THE GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE THE NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY CYBERSECURITY FRAMEWORK ITIL 4 SERVICE MANAGEMENT THE ISO 27001 INFORMATION SECURITY MANAGEMENT ISO 31000 RISK MANAGEMENT AND ISO 9000 QUALITY

MANAGEMENT A KEY BENEFIT OF THIS BOOK IS THE READER CAN QUICKLY APPLY THE HYBRID PROJECT MANAGEMENT APPROACH SINCE IT COMBINES GLOBAL FRAMEWORKS ALREADY FOLLOWED BY CYBERSECURITY PROFESSIONALS LEADING TO SUCCESSFUL PROJECTS NEVER BEFORE HAS CYBERSECURITY PROJECT MANAGEMENT BEEN SO IMPORTANT

YOU NEED TO DEVELOP A DIGITAL AND INFORMATION TECHNOLOGY MANAGEMENT STRATEGY AND WANT A GUIDE TO DO SO WHAT IF YOU HAD ONE TOOL THAT YOU COULD CARRY INTO MEETINGS AND WRITE INSIDE THAT GUIDED YOU STEP BY STEP TO SET OUT THE STEPS OF THE STRATEGY GENERATE THE SIZE OF THE PRIZE GUIDE YOUR TEAM DESIGN THE TESTS FOR THE HYPOTHESES CONDUCT FOCUS INTERVIEWS DEVELOP THE VISION DEVELOP THE STRATEGY SET THE SCOPE OF THE FUNCTION IDENTIFY THE NEEDED COMPETENCIES AND RANK THEM DEVELOP A GOVERNANCE MODEL DEVELOP THE GOVERNING ARCHITECTURE DEVELOP THE IMPLEMENTATION PLAN DEVELOP THE TRANSFORMATION PLAN BE GUIDED ON SERVICE LEVEL AGREEMENTS SET UP A BUDGETING PROCESS TO PRIORITIZE INVESTMENTS LAY THE FOUNDATION FOR A PILOT IMPLEMENTATION TRACK YOUR DAILY AND WEEKLY TASKS PLAN EACH MAJOR MEETING PLAN THE MESSAGE FOR YOUR TEAM AND MANAGER MANAGE THE PROJECT AND GUIDE YOU THROUGH CRITICAL UPDATE MEETINGS NOW YOU DO THE DIGITAL INFORMATION MANAGEMENT JOURNAL IS THE COMPANION GUIDE TO OUR POPULAR BOOKS LIKE SUCCEEDING AS A MANAGEMENT CONSULTANT THE OPERATIONS MANAGEMENT JOURNAL THE INVESTMENT JOURNAL THE LEADERSHIP JOURNAL AND THE STRATEGY JOURNAL AN AMAZON BESTSELLER THIS JOURNAL HELPS READERS WALK INTO ANY SITUATION IN ANY ORGANIZATION ANYWHERE IN THE WORLD AND UNDERSTAND HOW TO DEVELOP A DIGITAL AND INFORMATION MANAGEMENT STRATEGY VIA TO DO LIST PROMPTS SELF ASSESSMENTS AND STRATEGY CALENDARS ALL BASED ON THE COMBINED BEST PRACTICES OF THE AUTHOR AND THE EX MCKINSEY BCG ET AL PARTNERS WHO PRODUCE ALL THE STRATEGY TRAINING PROGRAMS ON STRATEGYTRAINING.COM THE GREATEST VALUE OF A JOURNAL IS THAT YOU WRITE IN THEM THEY ARE NOT TYPICALLY PUBLISHED IN DIGITAL FORMAT WE PUBLISHED THE DIGITAL EDITION OF THE JOURNAL FOR THOSE CLIENTS WHO

FOUND GREAT VALUE IN ALWAYS HAVING A REFERENCE VERSION WITH THEM THE DIGITAL FORMAT IS THEREFORE BEST PURCHASED ALONG WITH THE PRINT VERSION THE DIGITAL FORMAT IS NOT INTENDED TO BE A SUBSTITUTE FOR THE PRINT FORMAT

IMPROVE YOUR BUSINESS PERFORMANCE THROUGH DIGITAL TRANSFORMATION DIGITAL TRANSFORMATION HAS BECOME COMMONPLACE ACROSS PUBLIC AND PRIVATE SECTOR ORGANIZATIONS AND YET MOST STRUGGLE TO ACHIEVE TANGIBLE RESULTS FROM IT MANY MAKE AVOIDABLE MISTAKES OR FALL INTO SIMPLE TRAPS ALONG THE WAY WRITTEN BY A TEAM OF GLOBAL DIGITAL TRANSFORMATION THOUGHT LEADERS HACKING DIGITAL PROVIDES PRACTICAL ADVICE AND INFORMATION THAT YOU NEED TO SUCCESSFULLY TRANSFORM YOUR ORGANIZATION HACKING DIGITAL IS ORGANIZED INTO SIX EASY TO FOLLOW SECTIONS INITIATING YOUR DIGITAL TRANSFORMATION SETTING UP THE RIGHT ORGANIZATIONAL DYNAMICS WORKING WITH THE OUTSIDE WORLD CREATING VALUE IN NEW WAYS LEADING PEOPLE AND ORGANIZATIONS ANCHORING AND SUSTAINING PERFORMANCE HOW DO YOU CREATE A SENSE OF URGENCY HOW DO YOU SET UP DIGITAL GOVERNANCE HOW DO YOU CREATE SUCCESSFUL DIGITAL OFFERINGS HOW DO YOU MANAGE THE RELATIONSHIP BETWEEN DIGITAL TRANSFORMATION AND IT HOW DO YOU SCALE DIGITAL INITIATIVES HACKING DIGITAL ANSWERS THESE AND MANY OTHER QUESTIONS YOU NEED TO TRANSFORM YOUR ORGANIZATION AND SEIZE A COMPETITIVE EDGE FOR YEARS TO COME HACKINGDIGITAL.ORG

MASTER THE ESSENTIAL HUMAN COMPONENT OF DIGITAL TRANSFORMATION IN THE HUMAN SIDE OF DIGITAL BUSINESS TRANSFORMATION VETERAN EMERGING TECHNOLOGY EXPERT KAMALES LARDI DELIVERS AN ESSENTIAL AND PRACTICAL EXPLORATION OF THE REAL WORLD IMPLEMENTATION OF DIGITAL TRANSFORMATION THE BOOK TEACHES READERS HOW TO DRIVE DIGITAL BUSINESS TRANSFORMATION SUCCESS BY ADDRESSING A KEY ELEMENT THE PEOPLE SIDE OF TRANSFORMATION THIS INCLUDES MANAGING INTERNAL STAKEHOLDERS SUCH AS LEADERSHIP TEAMS AND EMPLOYEES AS WELL AS EXTERNAL STAKEHOLDERS SUCH AS CUSTOMER PARTNERS AND SUPPLIER THE AUTHOR

PROVIDES A PROVEN DIGITAL BUSINESS TRANSFORMATION FRAMEWORK THAT FACILITATES THE SUCCESSFUL EXECUTION OF NEW DIGITAL SOLUTIONS SHE ALSO DISCUSSES DIGITAL MATURITY AND TRANSFORMATION READINESS ASSESSMENTS COMPLETE WITH SUPPLEMENTARY ONLINE TOOLS BEST PRACTICES AND KEY LEARNINGS THAT DRIVE THE HUMAN SIDE OF TRANSFORMATION REAL WORLD CASE STUDIES AND EXAMPLES FROM RENOWNED BUSINESS LEADERS THAT OFFER SUCCESS FACTORS A CAN T MISS RESOURCE FOR LEADERSHIP TEAMS MANAGEMENT AND BOARD MEMBERS AS WELL AS CHANGE MANAGERS AND LEADERS IN ORGANIZATIONS THE HUMAN SIDE OF DIGITAL BUSINESS TRANSFORMATION WILL ALSO BE INVALUABLE FOR STUDENTS IN BUSINESS AND EXECUTIVE EDUCATION PROGRAMS CONSULTANTS AND OTHER BUSINESS LEADERS INTERESTED IN DIGITAL TRANSFORMATION

SUCH IS THE PACE OF TECHNOLOGY DRIVEN CHANGE THAT COMPANIES AROUND THE WORLD ARE SCRAMBLING TO CATCH UP TO TRANSFORM TO GET UP TO DATE REINVENT THEMSELVES FOR THIS DIGITAL AGE

IN REWIRED THE WORLDS MOST INFLUENTIAL MANAGEMENT CONSULTING FIRM MCKINSEY S THE CAPABILITIES OF THE ORGANIZATION THAT WIN THE RACE MCKINSEY DIGITALS TOP LEADERS ERIC LAMARRE KATE SMAJE AND RODNEY W ZEMMEL PROVIDE PROVEN HOW TO DETAILS ON WHAT IT TAKES IN SIX COMPREHENSIVE SECTIONS CREATING THE TRANSFORMATION ROADMAP BUILDING A TALENT BENCH ADOPTING A NEW OPERATING MODEL PRODUCING A DISTRIBUTED TECHNOLOGY ENVIRONMENT SO TEAMS CAN INNOVATE EMBEDDING DATA EVERYWHERE AND UNLOCKING USER ADOPTION AND ENTERPRISE SCALING TESTED ITERATED REWORKED AND TESTED AGAIN OVER THE YEARS MCKINSEYS DIGITAL AND AI TRANSFORMATION PLAYBOOK IS CAPTURED IN THE PAGES OF REWIRED IT CONTAINS DIAGNOSTIC ASSESSMENTS OPERATING MODEL DESIGNS TECHNOLOGY AND DATA ARCHITECTURE DIAGRAMS HOW TO CHECKLISTS BEST PRACTICES AND DETAILED IMPLEMENTATION METHODS ALL EXEMPLIFIED WITH DEMONSTRATED CASE STUDIES AND ILLUSTRATED WITH 100 EXHIBITS REWIRED IS FOR LEADERS WHO ARE

READY TO ROLL UP THEIR SLEEVES AND DO THE HARD WORK NEEDED TO REWIRE THEIR COMPANY FOR LONG TERM SUCCESS

A STAGGERING 70 OF DIGITAL TRANSFORMATIONS HAVE FAILED AS PER MCKINSEY THE KEY REASON WHY ENTERPRISES ARE FAILING IN THEIR DIGITAL TRANSFORMATION JOURNEY IS BECAUSE THERE IS NO STANDARD FRAMEWORK EXISTING IN THE INDUSTRY THAT ENTERPRISES CAN USE TO TRANSFORM THEMSELVES TO DIGITAL THERE ARE SEVERAL BOOKS THAT SPEAK ABOUT TECHNOLOGIES SUCH AS CLOUD ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN SILOS BUT NONE OF THESE PROVIDES A HOLISTIC VIEW ON HOW ENTERPRISES CAN EMBARK ON A DIGITAL TRANSFORMATION JOURNEY AND BE SUCCESSFUL USING A COMBINATION OF THESE TECHNOLOGIES FORMULA 4.0 IS A METHODOLOGY THAT PROVIDES CLEAR GUIDANCE FOR ENTERPRISES ASPIRING TO TRANSFORM THEIR TRADITIONAL OPERATING MODEL TO DIGITAL ENTERPRISES CAN USE THIS FRAMEWORK AS A READYMADE GUIDE AND PLAN THEIR DIGITAL TRANSFORMATION JOURNEY THIS BOOK IS INTENDED FOR ALL CHIEF EXECUTIVES SOFTWARE MANAGERS AND LEADERS WHO INTEND TO SUCCESSFULLY LEAD THIS DIGITAL TRANSFORMATION JOURNEY AN ENTERPRISE CAN ACHIEVE SUCCESS IN DIGITAL TRANSFORMATION ONLY IF IT CAN CREATE AN IT PLATFORM THAT WILL ENABLE THEM TO ADOPT ANY NEW TECHNOLOGY SEAMLESSLY INTO EXISTING IT ESTATE DELIVER NEW PRODUCTS AND SERVICES TO THE MARKET IN SHORTER DURATIONS MAKE BUSINESS DECISIONS WITH IT AS AN ENABLER AND UTILIZE AUTOMATION IN ALL ITS MAJOR BUSINESS AND IT PROCESSES ACHIEVING THESE GOALS IS WHAT DEFINES A DIGITAL ENTERPRISE FORMULA 4.0 IS A METHODOLOGY FOR ENTERPRISES TO ACHIEVE THESE GOALS AND BECOME DIGITAL ESSENTIALLY THERE IS NO EXISTING FRAMEWORK IN THE MARKET THAT PROVIDES A STEP BY STEP GUIDE TO ENTERPRISES ON HOW TO EMBARK ON THEIR SUCCESSFUL DIGITAL TRANSFORMATION JOURNEY THIS BOOK ENABLES SUCH TRANSFORMATIONS OVERALL THE FORMULA 4.0 IS AN ENTERPRISE DIGITAL TRANSFORMATION FRAMEWORK THAT ENABLES ORGANIZATIONS TO BECOME TRULY DIGITAL

THIS BOOK SHEDS LIGHT ON CROSS INDUSTRY AND INDUSTRY SPECIFIC TRENDS IN TODAY'S DIGITAL ECONOMY PREPARED BY A GROUP OF INTERNATIONAL RESEARCHERS EXPERTS AND PRACTITIONERS UNDER THE AUSPICES OF SAP'S DIGITAL THOUGHT LEADERSHIP ENABLEMENT TEAM WITHIN SAP'S BUSINESS TRANSFORMATION SERVICES BTS UNIT THE BOOK FURTHERMORE PRESENTS RELEVANT USE CASES IN DIGITAL TRANSFORMATION AND INNOVATION THE BOOK ARGUES THAT BREAKTHROUGH TECHNOLOGIES HAVE MATURED AND HIT SCALE TOGETHER ENABLING FIVE DEFINING TRENDS HYPER CONNECTIVITY SUPERCOMPUTING CLOUD COMPUTING A SMARTER WORLD AND CYBER SECURITY IT PRESENTS IN DETAIL HOW COMPANIES ARE NOW REIMAGINING THEIR PRODUCTS AND SERVICES BUSINESS MODELS AND PROCESSES SHOWCASING HOW EVERY BUSINESS TODAY IS A DIGITAL BUSINESS DIGITALIZATION DEFINED AS THE PROCESS OF MOVING TO A DIGITAL BUSINESS IS NO LONGER A CHOICE BUT AN IMPERATIVE FOR ALL BUSINESSES ACROSS ALL INDUSTRIES AND REGIONS TAKING A STEP TOWARD BECOMING A DIGITAL ENTERPRISE IS DEMANDING AND CHALLENGING THE DIMENSIONS OF CUSTOMER CENTRICITY LEADERSHIP AND STRATEGY BUSINESS MODELS INCLUDING OFFERINGS PRODUCTS AND SERVICES PROCESSES STRUCTURE AND GOVERNANCE PEOPLE AND SKILLS CULTURE AND TECHNOLOGY FOUNDATION CAN SERVE AS ORIENTATION FOR DIGITALIZATION THE ARTICLES IN THIS BOOK TOUCH ON ALL DIMENSIONS OF THIS DIGITAL INNOVATION AND TRANSFORMATION FRAMEWORK AND OFFER POSSIBLE ANSWERS TO SOME OF THE PRESSING QUESTIONS THAT ARISE WHEN PRACTITIONERS SEEK TO DIGITALIZE THEIR BUSINESS

DISCOVER HOW TO MOVE FORWARD WITH YOUR OWN COMPANY'S DIGITAL TRANSFORMATION WITH THIS ACCESSIBLE NEW RESOURCE FROM A GLOBAL LEADER IN HIS FIELD IN THE DIGITAL FRONTIER EXPERIENCED EXECUTIVE AND DISTINGUISHED AUTHOR AJAY SOHONI DELIVERS A RELATABLE AND READABLE REFERENCE FOR CORPORATE EXECUTIVES WHO NEED THE KNOWLEDGE AND CONFIDENCE TO BUILD LASTING DIGITAL CHANGE WITHIN THEIR ENTERPRISE FROM MARKETING TO COMMERCIAL SUPPLY CHAIN AND FINANCE THE BOOK OFFERS ACTIONABLE INSIGHTS IN AN ACCESSIBLE FORMAT FULL OF ANECDOTES HUMOR AND CASE EXAMPLES YOU'LL LEARN WHICH AREAS TO FOCUS ON AND

WHICH NOT TO WORRY ABOUT AS YOU CRAFT YOUR OWN CUSTOM TRANSFORMATION JOURNEY IN THE BOOK YOU LL ALSO FIND A DEMYSTIFICATION OF THE STARTUP WORLD FOR EXECUTIVES AND AN EXPLANATION OF WHY UNICORNS EXIST AND SO OFTEN ULTIMATELY FAIL A DETAILED DESCRIPTION OF THE DIGITAL TRANSFORMATION GRIPPING COMPANIES ACROSS A VARIETY OF INDUSTRIES IN FUNCTIONAL AREAS INCLUDING ADVERTISING ENGAGEMENT COMMERCE PRODUCT DEVELOPMENT MANUFACTURING AND CORPORATE FUNCTIONS A SIMPLIFIED 4 STAGE FRAMEWORK FOR COMPANIES TO START FROM SCRATCH AND BUILD VALUABLE USE CASES PERFECT FOR EXECUTIVES IN CONSUMER FACING COMPANIES CORPORATE MANAGERS AND LEADERS BUSINESS UNIT HEADS AND MANAGEMENT TEAMS THE DIGITAL FRONTIER IS ALSO AN INDISPENSABLE GUIDE FOR DIGITAL NON NATIVES TRYING TO MAKE SENSE OF AND KEEP UP WITH THE RAPIDLY CHANGING WORLD AROUND THEM

INTRODUCTION TO INFORMATION SYSTEMS 9TH EDITION TEACHES UNDERGRADUATE BUSINESS MAJORS HOW TO USE INFORMATION TECHNOLOGY TO MASTER THEIR CURRENT OR FUTURE JOBS STUDENTS DEVELOP A WORKING UNDERSTANDING OF INFORMATION SYSTEMS AND INFORMATION TECHNOLOGY AND LEARN HOW TO APPLY CONCEPTS TO SUCCESSFULLY FACILITATE BUSINESS PROCESSES THIS COURSE DEMONSTRATES THAT IT IS THE BACKBONE OF ANY BUSINESS WHETHER A STUDENT IS MAJORING IN ACCOUNTING FINANCE MARKETING HUMAN RESOURCES PRODUCTION OPERATIONS MANAGEMENT OR MIS

THIS MULTIPLE VOLUME PUBLICATION ADVANCES THE EMERGENT FIELD OF MOBILE COMPUTING OFFERING RESEARCH ON APPROACHES OBSERVATIONS AND MODELS PERTAINING TO MOBILE DEVICES AND WIRELESS COMMUNICATIONS FROM OVER 400 LEADING RESEARCHERS PROVIDED BY PUBLISHER

WHEN PEOPLE SHOULD GO TO THE BOOKS STORES, SEARCH INTRODUCTION BY SHOP, SHELF BY SHELF, IT IS IN POINT OF FACT PROBLEMATIC. THIS IS WHY WE PRESENT THE EBOOK COMPILATIONS IN THIS WEBSITE. IT WILL UNCONDITIONALLY EASE YOU TO LOOK GUIDE **A ROADMAP FOR A DIGITAL TRANSFORMATION MCKINSEY COMPANY** AS YOU SUCH AS. BY SEARCHING THE TITLE, PUBLISHER, OR AUTHORS OF GUIDE YOU ESSENTIALLY WANT, YOU CAN DISCOVER THEM RAPIDLY. IN THE HOUSE, WORKPLACE, OR PERHAPS IN YOUR METHOD CAN BE EVERY BEST PLACE WITHIN NET CONNECTIONS. IF YOU ASPIRATION TO DOWNLOAD AND INSTALL THE **A ROADMAP FOR A DIGITAL TRANSFORMATION MCKINSEY COMPANY**, IT IS AGREED SIMPLE THEN, SINCE CURRENTLY WE EXTEND THE ASSOCIATE TO PURCHASE AND MAKE BARGAINS TO DOWNLOAD AND INSTALL **A ROADMAP FOR A DIGITAL TRANSFORMATION MCKINSEY COMPANY** THUS SIMPLE!

1. HOW DO I KNOW WHICH EBOOK PLATFORM IS THE BEST FOR ME?
FINDING THE BEST EBOOK PLATFORM DEPENDS ON YOUR READING PREFERENCES AND DEVICE COMPATIBILITY. RESEARCH DIFFERENT PLATFORMS,

READ USER REVIEWS, AND EXPLORE THEIR FEATURES BEFORE MAKING A CHOICE.

2. ARE FREE EBOOKS OF GOOD QUALITY? YES, MANY REPUTABLE PLATFORMS OFFER HIGH-QUALITY FREE EBOOKS, INCLUDING CLASSICS AND PUBLIC DOMAIN WORKS. HOWEVER, MAKE SURE TO VERIFY THE SOURCE TO ENSURE THE EBOOK CREDIBILITY.
3. CAN I READ EBOOKS WITHOUT AN EREADER? ABSOLUTELY! MOST EBOOK PLATFORMS OFFER WEBBASED READERS OR MOBILE APPS THAT ALLOW YOU TO READ EBOOKS ON YOUR COMPUTER, TABLET, OR SMARTPHONE.
4. HOW DO I AVOID DIGITAL EYE STRAIN WHILE READING EBOOKS? TO PREVENT DIGITAL EYE STRAIN, TAKE REGULAR BREAKS, ADJUST THE FONT SIZE AND BACKGROUND COLOR, AND ENSURE PROPER LIGHTING WHILE READING EBOOKS.
5. WHAT THE ADVANTAGE OF INTERACTIVE EBOOKS? INTERACTIVE EBOOKS INCORPORATE MULTIMEDIA ELEMENTS, QUIZZES, AND ACTIVITIES, ENHANCING THE READER ENGAGEMENT AND PROVIDING A MORE IMMERSIVE LEARNING EXPERIENCE.
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