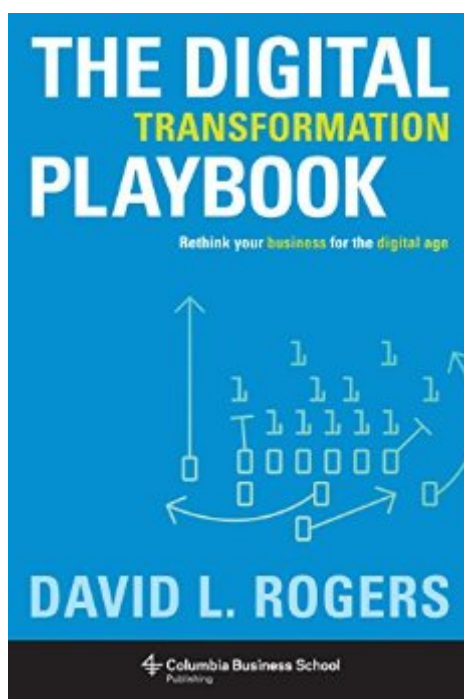


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# The Digital Transformation Playbook: Rethink Your Business For The Digital Age (Columbia Business School Publishing)



## Synopsis

The fast-moving digital environment has been disorienting for traditional businesses, and many may not even realize their strategies are outdated. If managed correctly, lagging businesses can transition by harnessing the power of the digital age to create new value for customers and outperform their competitors. Drawing on years of experience as an educator, researcher, and consultant, David L. Rogers identifies five key rules<sup>151</sup>;and provides practical, hands-on tools<sup>151</sup>;that will help businesses of all sizes adapt, innovate, and maximize value creation.Rogers<sup>TM</sup>s rules address critical categories for every business: customers, competition, data, innovation, and the value proposition. For each, he presents diverse case studies (from companies such as Apple and Uber to GE and the New York Times), discusses common challenges to adopting the digital approach, and provides companies and business leaders clear, tested steps to implement new practices. Rogers shows that, rather than being <sup>147</sup>disrupted<sup>148</sup> • by digital business models, any business can learn the rules of today<sup>TM</sup>s leading digital enterprises. This playbook is all business leaders need to create and pursue a digital plan that works.

## Book Information

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## Customer Reviews

This book is a must read for anyone who is looking for a good book on digital transformation. The book is packed with good practical examples from well-known digital native and traditional companies including tools, suggestions and interesting information about digital transformation. With his professional background in Business Strategy and Digital Marketing, the author profoundly provides a unique view on Digital Strategy. This book consists of seven chapters with conclusion in the end. Self-assessment is also provided to conduct an audit of the business's readiness for digital transformation. The first chapter begins with the five domains of digital transformation which cover customers, competition, data, innovation and value. The author explains how digital forces are reshaping such domains. In this chapter, key concepts and strategic themes of digital transformation are defined. I believe that these five domains are essential factors that need to be seriously considered by all companies under the digital environment. Even though organizational challenges have been mentioned in this book, my personal view is that this topic should be considered as a domain in digital transformation as well. Chapter two focuses on customer domain. The author points out that the relationship of customers to businesses is changing therefore business people have to rethink about their customers. The author explains how and why such relationship to customers is changing in every industry. The author also points out that we are no longer in Mass market business model but we are in the midst of a profound shift toward a "Customer network model". With the emerging of digital platform businesses, I believe that everyone can see this shifting.

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