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Understanding the Digital Consumer: How Behaviors Drive Strategy *The Digital Transformation Playbook Rethink*

The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Hardcover – Illustrated, April 5, 2016. by David Rogers (Author) 4.6 out of 5 stars 214 ratings. See all formats and editions.

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Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world.

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Home > Book Summary – The Digital Transformation Playbook: Rethink Your Business For The Digital Age. Many traditional businesses are struggling to cope with the new rules and environments in the digital era. In The Digital Transformation Playbook, David Rogers shares this important insight: that digital transformation involves much more than technology; it's about a holistic change of strategy and an entirely new way of thinking.

Book Summary - The Digital Transformation Playbook

In the book, Rogers argues that "digital transformation" is not about updating your technology but about upgrading your strategic thinking. To grow in the digital age, businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

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David is known for his pioneering work on digital transformation. He is the author of four books, including his best-selling book "The Digital Transformation Playbook: Rethink Your Business for the Digital Age," published in 9 languages.

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He is author of four books, including "The Network Is Your Customer," and his newest, "The Digital Transformation Playbook: Rethink Your Business for the Digital Age" (2016).