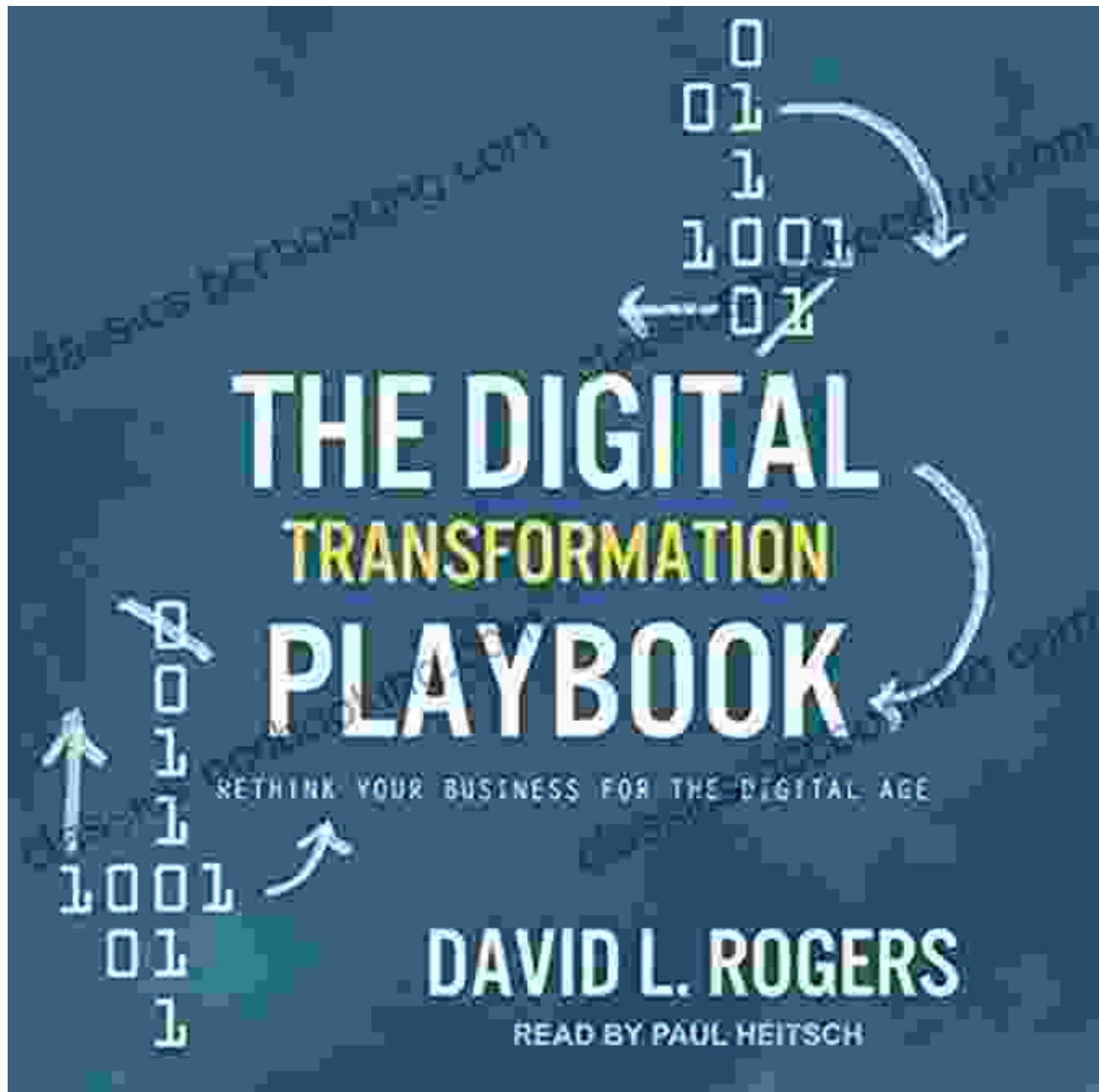
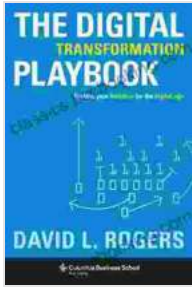


# Rethink Your Business for the Digital Age

By leading business thinkers and practitioners from around the world



**The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing)** by David L. Rogers



|                      |              |
|----------------------|--------------|
| ★ ★ ★ ★ ☆            | 4.6 out of 5 |
| Language             | : English    |
| File size            | : 1809 KB    |
| Text-to-Speech       | : Enabled    |
| Screen Reader        | : Supported  |
| Enhanced typesetting | : Enabled    |
| X-Ray                | : Enabled    |
| Word Wise            | : Enabled    |
| Print length         | : 298 pages  |



In Rethink Your Business for the Digital Age, leading business thinkers and practitioners from around the world explore the profound impact of digital technologies on business strategy, organization, and operations. This essential guide provides insights and frameworks to help you navigate the digital revolution and emerge stronger than ever before.

The digital revolution is transforming every aspect of our lives, from the way we communicate to the way we do business. In Rethink Your Business for the Digital Age, leading business thinkers and practitioners from around the world explore the profound impact of digital technologies on business strategy, organization, and operations.

This essential guide provides insights and frameworks to help you navigate the digital revolution and emerge stronger than ever before. You'll learn how to:

- Develop a digital strategy that aligns with your business goals
- Innovate with new technologies to create new products and services
- Transform your organization to become more agile and responsive

- Operate in a digital ecosystem and compete with new and emerging players

Rethink Your Business for the Digital Age is a must-read for any business leader who wants to understand the challenges and opportunities of the digital revolution. This essential guide will help you prepare your business for the future and thrive in the digital age.

### **Praise for Rethink Your Business for the Digital Age**

"Rethink Your Business for the Digital Age is a timely and important book. The authors provide a clear and concise roadmap for businesses to navigate the challenges and opportunities of the digital revolution." -

**Clayton Christensen**, author of The Innovator's Dilemma

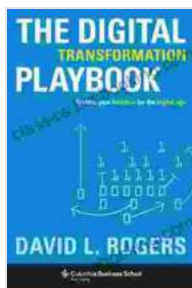
"This book is essential reading for any business leader who wants to understand the profound impact of digital technologies on business strategy, organization, and operations." - **Michael Porter**, author of Competitive Strategy

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