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Rogers. Rethink ... Many books offer advice
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Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.--Dinis Guarda "Intelligent HQ "

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The Digital Transformation Playbook: Rethink
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Illustrated, April 5, 2016 by David Rogers
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the world, The Digital Transformation
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can reinvigorate their game plans and capture
the new opportunities of the digital world.
Rogers shows why traditional businesses need
to rethink their underlying assumptions in
five domains of strategy—customers,

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competition, data, innovation, and value.

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In this book, David Rogers consolidates his
years of research findings into a step-by-
step digital transformation playbook, to help
you rethink your business for the digital age
using 9 key strategic planning tools in 5
strategic domains.

Book Summary - The Digital Transformation
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The Digital Transformation Playbook: Rethink

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The Digital Transformation Playbook |
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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

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their game plans and capture the new opportunities of the digital world. Full Synopsis Rethink your business for the digital age.

DRogers Speaker - 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,

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innovation, and value.

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In The Digital Transformation Playbook summary, we'll outline insights from David Rogers on how you can rethink your business for the digital age using 9 key strategic planning tools in 5 strategic domains.

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