Leading Digital: Turning Technology into Business Transformation

George Westerman, Didier Bonnet, Andrew McAfee

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Become a Digital Master—No Matter What Business You're In

If you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about *the other 90-plus percent of the economy?*

In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to *invest* in digital capabilities, and how to *lead* the transformation. Within these parts, you'll learn:

• How to engage better with your customers
• How to digitally enhance operations
• How to create a digital vision
• How to govern your digital activities

The book also includes an extensive step-by-step transformation playbook for leaders to follow.

Leading Digital is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

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