

## The New Digital Age: Transforming Nations, Businesses, And Our Lives

**One book for the entire journey: How to digitally transform your organization** Innovation in the face of major external change is critical for any organization's success, but attempting to do so often leads to more questions than actions: Where do you start? How do you get the right resources? How should work be implemented? What data should you measure? For the first time, these questions are answered in a single book that covers the end-to-end execution of digital transformation - from leadership-level strategy, to on-the-ground team implementation. With the biggest revelation of all, Herbert argues, being that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to change itself. Featuring the 'how to' of digital transformation devised from successes across every sector, Herbert distills it into five actionable stages. These stages act as a repeatable framework for continual innovation, allowing you to produce results immediately and grow change incrementally across your organization. In *Digital Transformation*, Herbert draws on her own experiences in leading change and innovation programmes globally, as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund, Morgan Stanley, Royal Caribbean Cruises, the United Nations High Commission for Refugees, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others. Throughout history, maps have been a powerful tool in the constitutive imaginary of governments seeking to define or contest the limits of their political reach. Today, new digital technologies have become central to mapping as a way of formulating alternative political visions. Mapping can also help marginalised communities to construct speculative designs using participatory practices. *Mapping and Politics in the Digital Age* explores how the development of new digital technologies and mapping practices are transforming global politics, power, and cooperation. The book brings together authors from across political and social theory, geography, media studies and anthropology to explore mapping and politics across three sections. Contestations introduces the reader to contemporary developments within mapping and explores the politics of mapping as a form of knowledge and contestation. Governance analyses mapping as a set of institutional practices, providing key methodological frames for understanding global governance in the realms of urban politics, refugee control, health crises and humanitarian interventions and new techniques of biometric regulation and autonomic computation. Imaginaries provides examples of future-oriented analytical frameworks, highlighting the transformation of mapping in an age of digital technologies of control and regulation. In a world conceived as without borders and fixed relations, new forms of mapping stress the need to rethink assumptions of power and knowledge. This book provides a sophisticated and nuanced analysis of the role of mapping in contemporary global governance, and will be of interest to students and researchers working within politics, geography, sociology, media, and digital culture and technology.

We are living in an uncertain world that is rapidly changing with an overload of information and a continual rise of technologies. Automation, the gig economy, digital platforms and other innovations are changing the fundamental nature of work and are having a significant impact on the workforce, workplace and the HR function. Digital HR Strategy is crucial reading for all HR practitioners and leaders wanting to ensure that their organization adapts to this changing and increasingly competitive environment by creating a strategic approach for sustainable transformation which goes beyond conventional digital HR propositions. Featuring case studies from organizations including Airbnb and PepsiCo, it covers areas such as the importance of cultural change and creating a human-centric employee experience, leveraging value propositions, and harnessing data insights and analytics to improve performance. Digital HR Strategy also explores frameworks, strategies and opportunities for wellbeing initiatives, upskilling and reskilling workforces to respond to and establishing a culture of collaboration and innovation. Featuring tips, tools, and key questions to consider, it is an indispensable resource for all HR practitioners and leaders looking to build, develop and execute a digital HR strategy in order to achieve and sustain competitive advantage in this fast-changing digital age.

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement. Emerging technologies are having a profound impact upon business as individuals and organisations increasingly embrace the benefits of the ‘always on’ attitude that digital technologies produce. The use of the web, apps, cloud storage, GPS and Internet-connected devices has transformed the way we live, learn, play and interact - yet how a business can fully benefit from this transformation is not always clear. In response, this book enables students and business leaders to take a strategic and sustainable approach to realising the value of digital technologies. It offers results-driven solutions that successfully transform organisations into data-driven, people-focused businesses capable of sustainably competing at a global level. Split across four key parts, the material moves through understanding digital business to planning, implementing and assessing digital transformation. The current challenges facing all small organisations, including limited resources, financial pressures and the lack of dedicated IT departments, are explored. The authors consider the ways in which innovation can increase competitive advantage, how innovative business models can create new opportunities and how a data-driven perspective can release embedded value within the organisation. Contemporary international case studies and examples throughout each chapter bridge theory with practical application and systematically document the patterns of activities that enable success. This textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation. By showing how to initiate digital transformation across an organisation, it will prepare business owners, directors and management of small- and medium-sized businesses to take strategic advantage of new and emerging technologies to stay ahead of their competition.

**Turning Technology into Business Transformation**

**Disruption, Transformation, Data, Cybersecurity, Artificial Intelligence**

**Reinventing the Company for the Digital Age**

**The New Normal Of the Post-Pandemic World: (Beginner's Guide to Digital Transformation)**

**Competing in the Age of AI**

**The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age**

**Digital HR Strategy**

**Books in the Digital Age**

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: “What should we do about shadow IT?” She’s decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it’s time for a manifesto for leaders who recognize—and are nervous about—the demands of the digital age. Whether you’re an executive, department head, or IT manager, *The New IT* provides an action-ready blueprint for building and strengthening the role of IT in your company—and prescribing IT’s future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company’s culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. *The New IT* provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You’ll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you’ll learn how to bring your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It’s interactive and inclusive. It’s as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for *The New IT* “Jill has penned a de Toquevillian map of the digital world. Should be a required text for every business leader in the country.” Thornton May, futurist and author of *The New Know* “Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT.” Kimberly Stevenson, Vice President and Chief Information Officer, Intel “Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It’s a timely book that should be read by executives across organizations.” Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles “A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset.” Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of *IT Governance* “Everywhere I go I hear complaints about the old IT. Jill Dyché’s book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!” Thomas H. Davenport, Distinguished Professor, Babson College, and author of *Competing on Analytics and Big Data @ Work*

The legendary Silicon Valley entrepreneur examines how both business and government organizations can harness the power of disruptive technologies. Tom Siebel, the billionaire technologist and founder of Siebel Systems, discusses how four technologies—elastic cloud computing, big data, artificial intelligence, and the internet of things—are fundamentally changing how business and government will operate in the 21st century. While this profound and fast-moving transformation can appear daunting to some, Siebel shows how organizations can not only survive, but thrive in the new digital landscape. In this authoritative yet accessible book, Siebel guides readers through the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI and IoT with stunning results.

Fuel your business' transition into the digital age with this insightful and comprehensive resource *Digital Business Transformation: How Established Companies Sustain Competitive Advantage* offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, *Digital Business Transformation* delivers practical advice and approachable strategies to help businesses realize their digital potential. *Digital Business Transformation* provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, *Digital Business Transformation* delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. Reinventing the Product looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today’s users, consumers and enterprises expect. Reinventing the Product makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

This is the most important - and fascinating - book yet written about how the digital age will affect our world' Walter Isaacson, author of *Steve Jobs* From two leading thinkers, the widely anticipated book that describes a new, hugely connected world of the future, full of challenges and benefits which are ours to meet and harness. *The New Digital Age* is the product of an unparalleled collaboration: full of the brilliant insights of one of Silicon Valley's great innovators - what Bill Gates was to Microsoft and Steve Jobs was to Apple, Schmidt (along with Larry Page and Sergey Brin) was to Google - and the Director of Google Ideas, Jared Cohen, formerly an advisor to both Secretaries of State Condoleezza Rice and Hillary Clinton. Never before has the future been so vividly and transparently imagined. From technologies that will change lives (information systems that greatly increase productivity, safety and our quality of life, thought-controlled motion technology that can revolutionise medical procedures, and near-perfect translation technology that allows us to have more diversified interactions) to our most important future considerations (curating our online identity and fighting those who would do harm with it) to the widespread political change that will transform the globe (through transformations in conflict, increasingly active and global citizenries, a new wave of cyber-terrorism and states operating simultaneously in the physical and virtual realms) to the ever present threats to our privacy and security, Schmidt and Cohen outline in great detail and scope all the promise and peril awaiting us in the coming decades. A breakthrough book - pragmatic, inspirational and totally fascinating. Whether a government, a business or an individual, we must understand technology if we want to understand the future. 'A brilliant guidebook for the next century . . . Schmidt and Cohen offer a dazzling glimpse into how the new digital revolution is changing our lives' Richard Branson

Publishing in the Digital Age

The Digital Matrix

Transforming Customer Experience for an On-Screen World

Five Strategies to Thrive in a Digital Age

Work in the Digital Age

Digital Transformation

Transforming Politics and Policy in the Digital Age

A Results-Driven Approach

The seventh edition of Spanish banking group BBVA's annual series is dedicated to unveiling the new digital business models for twenty-first century companies. Esteemed experts from BBVA, "The Economist," Harvard University, Columbia Business School, Geoffrey Moore Consulting and more, contribute texts in accessible language.

Build a Modern L&D Team Organizations are facing an era of rapid acceleration. As new technology and digital strategies are integrated, workers at all levels will be required to build capability much faster than before, navigating more complex systems and processes. Yet, learning and development (L&D) has lagged in this area, as too many L&D functions still focus on transactional interactions across a broad and complex portfolio while starved for resources. In *L&D's Playbook for the Digital Age*, Brandon Carson makes the case that it's time to reorient L&D, take a more proactive role in enabling the workforce, and create a new framework for developing skills and capabilities. L&D leaders must realize theirs is one of the most critical business functions and must be appropriately funded and resourced to realize the performance gains that are crucial to the business. L&D cannot be caught standing still and, in fact, needs a new playbook to navigate the radical and complex transformation the digital age is demanding. Stemming from the sports world, a playbook ensures the players know their roles, connect as a team, and understand the winning strategy and how to execute the game plan. For L&D, a playbook can help build alignment across the team and with stakeholders by being flexible as business needs change. Carson walks you through the steps to formulate how a new playbook could help the alignment of your L&D function!whether it's restructuring, new skilling, or reskoping. He asks readers to speak the language of business instead of the language of learning. For example, does your workforce repair aircraft or do they enable safe flight? In other words, can you be the visionary your organization requires?

Social media and digital technologies are transforming what and how we read. Books and Social Media considers the way in which readers and writers come together in digital communities to discover and create new works of fiction. This new way of engaging with fiction stretches the boundaries of what has been considered a book in the past by moving beyond the physical or even digitally bound object to the consideration of content, containers, and the ability to share. Using empirical data and up-to-date research methods, Miriam Johnson introduces the ways in which digitally social platforms give rise to a new type of citizen author who chooses to sidestep the industry's gatekeepers and share their works directly with interested readers on social platforms. Gender and genre, especially, play a key role in developing the communities in which these authors write. The use of surveys, interviews, and data mining brings to the fore issues of gender, genre, community, and power, which highlight the push and pull between these writers and the industry. Questioning what we always thought we knew about what makes a book and traditional publishing channels, this book will be of interest to anyone studying or researching publishing, book history, print cultures, and digital and contemporary literatures.

In light of the increased utilization of information technologies, such as social media and the Internet of Things,[] this book investigates how this digital transformation process creates new challenges and opportunities for political participation, political election campaigns and political regulation of the Internet. Within the context of Western democracies and China, the contributors analyze these challenges and opportunities from three perspectives: the regulatory state, the political use of social media, and through the lens of the public sphere. The first part of the book discusses key challenges for Internet regulation, such as data protection and censorship, while the second addresses the use of social media in political communication and political elections. In turn, the third and last part highlights various opportunities offered by digital media for online civic engagement and protest in the public sphere. Drawing on different academic fields, including political science, communication science, and journalism studies, the contributors raise a number of innovative research questions and provide fascinating theoretical and empirical insights into the topic of digital transformation.

With the widespread transformation of information into digital form throughout society,[] firms and organizations are embracing this development to adopt multiple types of IT to increase internal efficiency and to achieve external visibility and effectiveness.[] we have now reached a position where there is data in abundance and the challenge is to manage and make use of it fully. This book addresses this new managerial situation, the post-digitalization era, and offers novel perspectives on managing the digital landscape. The topics span how the post-digitalization era has the potential to renew organizations, markets, and society. The chapters of the book are structured in three topical sections but can also be read individually. The chapters are structured to offer insights into the developments that take place at the intersection of the management, information systems and computer science disciplines. It features more than 60 researchers and managers as collaborating authors in 23 thought-provoking chapters. Written for scholars, researchers, students and managers from the management, information systems and computer science disciplines, the book presents a comprehensive and thought-provoking contribution on the challenges of managing organizations and engaging in global markets when tools, systems and data are abundant.

Digitalization

34 Tenets for Masterfully Merging Technology and Business

The Network Is Your Customer

A Roadmap for the IT Department of the Future

Strategy and Leadership When Algorithms and Networks Run the World

Strategic Digital Transformation

How Connected Digital Innovations Are Transforming Your Industry, Company & Career

How Great Leaders Transform Their Organizations and Shape the Future

*One Hundred Days of Silence is an important investigation into the 1994 Rwandan genocide and American foreign policy. During one hundred days of spring, eight-hundred thousand Rwandan Tutsis and sympathetic Hutus were slaughtered in one of the most atrocious events of the twentieth century. Drawing on declassified documents and testimony of policy makers, Jared Cohen critically reconstructs the historical account of tacit policy that led to nonintervention. His analysis examines the questions of what the United States knew about the genocide and how the world's most powerful nation turned a blind eye. The study reveals the ease at which an administration can not only fail to intervene but also silence discussion of the crisis. The book argues that despite the extent of the genocide the American government was not motivated to act due to a lack of economic interest. With precision and passion, One Hundred Days of Silence frames the debate surrounding this controversial history.*

*Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!*

*This book sets out to explore the emerging consequences of the so called '4th Industrial Revolution for the organisation of work and welfare.*

*The practical handbook for understanding and winning in the post-COVID digital age and becoming a 21st century leader. For every enterprise and its leaders, the digital age is a roller-coaster ride with more than its fair share of thrills and spills. It presents them with great opportunities to leapfrog and grow. However, success is not easy in the Digital Age. It requires a complete overhaul of the business model and organizational design, and the mind-sets of professionals. Such a large and complex change is not easy to manage, and enterprises often lose their way in their digital transformation attempts. Nitin brings in this book his 25+ years of experience in leadership roles in world-class firms like McKinsey and Fidelity and Digital natives like Flipkart and Incedo. He presents compelling insights and practical examples and answers key questions on how enterprises can win in the Digital Age: • Why do firms fail at digital transformation? • How are the rules of business changing in the digital age? What disruptive opportunities does digital present in various industries? • How to best leverage the potential of digital technologies like AI and the Cloud? • How do organizational capabilities and culture need to change? • What new skills do leaders and young professionals need to build? Nitin brings clarity to the transformation process, breaking it down into seven building blocks and presenting how best to master them. The book is a practitioner's guide for people across all age groups - students, young professionals, experienced professionals, senior executives on how they can realize the amazing opportunities the digital age offers them and achieve their true potential at work and in personal life.*

*The New Digital AgeReshaping the Future of People, Nations and BusinessHachette UK*

*Achieving Sustainable Transformation in the Digital Age*

*Beyond Digital**The Transformation of Academic and Higher Education Publishing in Britain and the United States**Reshaping the Future of People, Nations and Business**Digital Customer Service**Digital Transformation Game Plan**The New Marketing*

**Delve Into the Digital World and Discover How Digitalization Will Shape Our Future!** The rise of the digital age is breaking the walls and barriers that once restricted society. With each passing day, some new piece of technology is taking society over in one big swoop. Electric (self-driving) cars, advanced robotics, cryptocurrencies, NFTs (non-fungible tokens) - those are just some of the concepts that were only a figment of somebody's imagination 20-30 years ago, but today they are reality. We have to accept the fact that we already live in a futuristic world. If we wish to keep pace with the digital age, we must constantly update our knowledge of both major and minor technologies and digital tools. That is the only way to prepare for what the future will bring - otherwise, the fast-paced progress will consume and render obsolete both us as persons and our companies... With **Digitalization: The New Normal of the Post-Pandemic World**, renowned business advisor and author that writes about cutting-edge technologies, digital transformation, and cybersecurity, Nicholas P. Lorizio, gives an in-depth discourse on the utilization of digital tools, resources, and personnel in the post-pandemic world to survive and thrive in the new era. Within these pages, you will find an overview of the post-pandemic world in which almost every industry is digitally transformed, the major problems that already are and can be hindering factors of digitalization, and the solutions to these problems. Written in a comprehensive and understandable manner, this book is a combination of technical and non-technical explanations that will guide you through upcoming changes and serve as an upgrade of your knowledge about digital technologies. If you want to stay relevant in the new digital age, digitalization is your only option, and this book will show you what you need to know and what you need to do to achieve that with ease. So, what are you waiting for? Scroll up, click on "Buy Now with 1-Click", and Get Your Copy Now!

**"a provocative new book" – The New York Times** AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

This book presents the proceedings of the 2020 International Conference on Integrated Science in Digital Age, which was jointly supported by the Institute of Certified Specialists (Russia) and Springer, and was held on May 1–3, 2020. The conference provided an international forum for researchers and practitioners to present and discuss the latest innovations, trends, results, experiences and concerns in the various areas of integrated science in the digital age. The main goal of the conference was to efficiently disseminate original findings in the natural and social sciences, covering topics such as blockchain & cryptocurrency; computer law & security; digital accounting & auditing; digital business & finance; digital economics; digital education; digital engineering; machine learning; smart cities in the digital age; health policy & management; and information management.

The book publishing industry is going through a period of profound and turbulent change brought about in part by the digital revolution. What is the role of the book in an age preoccupied with computers and the internet? How has the book publishing industry been transformed by the economic and technological upheavals of recent years, and how is it likely to change in the future? This is the first major study of the book publishing industry in Britain and the United States for more than two decades. Thompson focuses on academic and higher education publishing and analyses the evolution of these sectors from 1980 to the present. He shows that each sector is characterized by its own distinctive 'logic' or dynamic of change, and that by reconstructing this logic we can understand the problems, challenges and opportunities faced by publishing firms today. He also shows that the digital revolution has had, and continues to have, a profound impact on the book publishing business, although the real impact of this revolution has little to do with the ebook scenarios imagined by many commentators. Books in the Digital Age will become a standard work on the publishing industry at the beginning of the 21st century. It will be of great interest to students taking courses in the sociology of culture, media and cultural studies, and publishing. It will also be of great value to professionals in the publishing industry, educators and policy makers, and to anyone interested in books and their future.

The massive transformations driven by digital technology have begun. The Digital Revolution gives you a complete roadmap for navigating the breathtaking changes happening now and shows you how to succeed. Silicon Valley executive, thought leader, and New York Times best-selling author Inder Sidhu shows how cloud computing, social media, mobility, sensors, apps, big data analytics, and more can be brought together in virtually infinite combinations to create opportunities and pose risks previously unimaginable. You'll learn how digital pioneers are applying connected digital technologies, also known as the Internet of Everything, to dramatically improve financial performance, customer experience, and workforce engagement in fields ranging from healthcare to education, from retail to government. Sidhu combines the practical perspective of practitioners with the extensive experience of experts to show you how to win in the new digital age. He takes you behind the scenes, engaging with business leaders from Apple, Google, Facebook, Cisco, Intel, Amazon, Walmart, Starbucks, RSA, Kaiser, Cleveland Clinic, Intermountain Healthcare, and so on and with academic leaders from Stanford, Yale, Wharton, MIT, Coursera, Khan Academy, and more and reveals their winning strategies and execution tactics for your benefit. Sidhu also discusses the key challenges of privacy, security, regulation, and governance in depth and offers powerful insights on managing crucial ethical, social, cultural, legal, and economic issues that digitization creates. He shows what the digital revolution will mean for you, both personally and professionally--and how you can win. Learn how you can leverage the digital revolution to Deliver superior customer experiences Improve your organization's financial performance Drive employee productivity, creativity, and engagement Build smart, efficient cities brimming with opportunity Make education more effective and relevant Achieve better health outcomes Make retail compelling, convenient, and profitable Balance privacy with security Protect yourself before, during, and after a cyberattack Accelerate your career and live a better life

Management and Information Technology after Digital Transformation

IT Management in the Digital Age

Build Your Organization's Future for the Innovation Age

Winning In The Digital Age

One-hundred Days of Silence

Mapping and Politics in the Digital Age

Digital @ Scale

America and the Rwanda Genocide

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, Codeco, 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.

You are likely a CEO, or maybe a CIO, CTO, CFO, or other C-Suite leader. You may be on a Board of Directors. You may be a divisional or functional leader, manager, or supervisor. Regardless of where you sit, you need to deal with the emerging technologies in your job on a daily basis - and not just the technologies themselves, but also the societal, organizational, and ethical issues surrounding them. I've been in your position, as a CEO who has built companies, a Board member for technology start-ups, and a manager trying to run a business in the face of the disruption and transformation that technology can create. Now, at Columbia University's Center for Technology Management, I work with leaders to develop and implement the decisions, plans, and strategies related to technology and the complications of that environment. I've been thinking deeply about leadership in an age of rapid technological change and its accompanying disruption, and want to share my thinking with you. This short book presents an overview of my current thinking about the environment we are living in and the challenges, opportunities, and risks we face. I want to illuminate the situation and lay the groundwork for you as you think through your strategies, plans, and execution. This is an exciting time for the CEO, entrepreneur, and technologist. My job is to help you navigate these murky but exciting waters.

Defying foreign government orders and interviewing terrorists face to face, a young American tours hostile lands to learn about Middle Eastern youth, and uncovers a subculture that defies every stereotype. In 2004, Jared Cohen embarked on the first of a series of incredible journeys to the Middle East in an effort to understand the spread of radical Islamist violence among Muslim youth. The result is *Children of Jihad*, a portrait of paradox that probes much deeper than any journalist or pundit ever could. Chosen as one of Kirkus Review's Best Books of 2007, Cohen's account begins in Lebanon, where he interviews Hezbollah members at, of all places, a McDonald's. In Iran, he defies government threats and sneaks into underground parties, where bootleg liquor, Western music, and the Internet are all easy to access. His risky itinerary also takes him to a Palestinian refugee camp in southern Lebanon, borderlands in Syria, the insurgency hotbed of Mosul, and other front-line locales. At each turn, he observes a culture at an uncanny crossroads. Gripping and daring, *Children of Jihad* shows us the future through the eyes of those who are shaping it.

The world of publishing is evolving at an ever-increasing speed, with developments in digital workstreams and products, customer expectation, enriched content curation, and user-generated content becoming commonplace. In *Publishing in the Digital Age: How Business Can Thrive in a Rapidly Changing Environment*, Ross discusses the most significant and recent developments in educational and trade publishing, educational technology, and marketing that has enabled a new generation of content creators to reach more consumers. It is the only book that addresses disruption in the industry head on. Building on the insights from his last book, *Dealing with Disruption: Lessons from the Publishing Industry*, Ross takes a fresh look at the publishing environment and provides the reader with a clear view of how publishing has evolved and how it has benefitted consumers regardless of their preferred medium for accessing knowledge. Through an examination of what has worked and what has not, and with Ross's unique perspective of more than 35 years of publishing success, *Publishing in the Digital Age* presents an indispensable overview of the publishing industry, how it has evolved during the first quarter of the 21st century, and how publishers, content providers, and consumers can benefit from the many options that are available today. With insights from industry leaders, Ross discusses new opportunities on the Web, streaming services, and audio formats. He reviews new publishing platforms and provides a practical guide for content developers to address the knowledge needs of their constituents by giving readers real-life, actionable examples of how best to publish their content consistent with users' purchasing preferences. The book will be of interest to specialists in education: K-12 and higher education, the non-fiction trade, corporate education trainers, and specialist sectors such as scholarly, technical, and medical publishing. It includes clear applications for any business that is undergoing transformation or is forced to make a radical pivot because of sudden environmental changes or market conditions.

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The *New Marketing*, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

The Digital Transformation Playbook

A Young American's Travels Among the Youth of the Middle East

Leading in the Digital Age

How to Win in the Digital Age

The Future of Political Leadership in the Digital Age

How Established Companies Sustain Competitive Advantage From Now to Next

Leading Digital

Challenges of the Fourth Industrial Revolution

*Wall Street Journal* Bestseller Thrive in the Digital Age Digital transformations are everywhere: business to business, business to consumer, and even government to citizens. Digital transformation promises a bridge to a digital future, where organizations can thrive with more fluid business models and processes. Less than 20% of organizations are getting digital transformations right, but these digitally transformed organizations can deliver twice as fast as other organizations, cut OPEX by over 30%, and have seen a near-immediate doubling in brand value. The power to act faster and do it better than before sits at the heart of truly digitally transformed organizations. In *The Digital Helix*, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization—from the role of the digital-explorer leader in using information to empower the organization to move better and faster to shifts in sales, marketing, communications and leadership, product development, and service and support. The *Digital Helix* is a practical guide to bringing all the key functions together and includes guidance on developing a digital culture from the ground up—making it part of your company's DNA—and the mindset tools needed to bring your organization into the digital-first era. Creating this digital-first DNA for your organization will allow you to not only embrace the digital age but thrive in it.

Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we're headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company's future. This book is your guide. For companies to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their competitors. In their new book, Paul Leinwand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy & global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Build privileged insights into your customers Create value through ecosystems Break up the traditional organization Reposition your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for designing and executing the transformations that are required for companies to succeed in the digital age.

"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it."—Jeff Jarvis, author of "What Would Google Do" "This is the stuff that every business and nonprofit needs to embrace if they're going to succeed in a changing world."—Vivian Schiller, CEO of NPR With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age. Marketing expert David Rogers examines how digital technologies—from smartphones to social networks—connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies—strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: ACCESS—be faster, be easier, be everywhere, be always on ENGAGE—become a source of valued content CUSTOMIZE—make your offering adaptable to your customer's needs CONNECT—become a part of your customers' conversations COLLABORATE—involve your customers at every stage of your enterprise Rogers explains these five strategies with over 100 cases from every type and size of business—from shoes to news, and software to healthcare. In "The Network Is Your Customer," he shows: How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories. The book outlines a process for planning and implementing a customer network strategy to match "your" customers, "your" business, and "your" objectives—whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough products and services. Because today, whatever your goals and whatever your business, the network is your customer.

A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. *Digital@Scale* examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

The Digital Age is having a broad and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book reveals lessons learned in guiding companies through digital transformation. While there's no silver bullet available, you'll discover effective ways to create lasting change at your organization. With this book, you'll discover how to: Realign the business and operating architecture to focus on customer value Build a more responsive and agile organization to deal with speed and ambiguity Build next generation technology capability as a core differentiator

The Playbook You Need to Transform Your Company

The Digital Helix

How Business Can Thrive in a Rapidly Changing Environment

Managing Democracy in the Digital Age

The New Digital Age

The Fourth Industrial Revolution

New Rules for Business Transformation Through Technology

Survive and Thrive in an Era of Mass Extinction

This book comprehensively describes the impact of modern technologies on political leadership by providing a new paradigm of the phenomenon of neo-leadership, that is political leadership oriented on creating both the image and political leadership, it examines its functioning in the new media environment and identifies the most important transforming trends, taking into account their impact on political and social relations in an era of dynamic technological development. Systematically, it presents new notions relevant in a networked world where leaders are created and conduct themselves against the backdrop of a technological revolution, including the development of AI, automation, algorithms and ultrafast disrupt their impact and create a new set of virtual authorities exerting an increasing impact on society, ethical considerations and political life and requiring new methods for study. This book will be of key interest to scholars, students and studies, media and communication studies, political marketing, political science, international relations; public policy, and sociology.

This book examines the massive changes currently taking place in the business world and commonly known under the label "digitalization." In addition, it describes the significant impacts of technological innovations on processes, products, and digital transformation resulting from these developments leads to disruption for many enterprises and industries. While for many years, IT departments mainly concentrated on fulfilling the requirements of business departments effectively, quality IT services and operations, today's IT departments are increasingly expected to actively co-design and co-create the enterprise. This book describes how information technology enables innovation for businesses, and how IT departments in various ways collaborate with the business departments of their corporation to leverage these innovations. It also delineates the implications of digitalization for the structures, processes and people in today's IT departments. IT leaders and managers

corporate IT, as well as practice-oriented researchers, will find valuable inspirations and guidance in this book, the central mission of which is to encourage and enable a more proactive role for IT in the digital transformation processes. "The digital transformation on IT organizations and their management. It also presents potential risks for technology availability, security and data protection. The authors develop a vision of what IT management should look like in ten years if it is to play a role in the company. The book seeks to motivate IT executives and managers with IT responsibility to actively adapt their thinking and their IT organizations before they are forced to react to external pressure. Definitely worth reading!" Swartz, *Technology Services*, Campana & Schott

*Communication and Learning in an Age of Digital Transformation* provides cross-disciplinary perspectives on digitization as social transformation and its impact on communication and learning. This work presents openness within its interplay between the impact on learning and communication, acknowledging historical contexts and contemporary implications emerging from discourse on digitization. The book presents a triangulation of different research perspectives. These perspectives, which range from parks and cyber-religious questions to cultural-scientific media-theoretical reflections, point to the performative openness of the analysis. The book represents an interdisciplinary approach and opens a space for understanding the social context of teaching and learning. This book will be of great interest to academics, post graduate students and researchers in the field of digital learning, communication and education research.

*Digital Customer Service* is the new standard for creating a 5-star customer experience As much as technology has improved our lives, for many people customer service experiences remain unnecessarily frustrating. But the advent of Digital Customer Service to make these interactions seamless and effortless by creating experiences that occur entirely on a customer's own screen, even in situations where it is preferable to speak to an agent. *Digital Customer Service: Transforming Customer Experience* traces the evolution of customer service—as well as the evolution of customer expectations and the underlying psychology that drives customer behavior - from the days of the first call centers in the 1980s all the way to today's digital Customer Experience leaders as well as C-suite executives (CEOs, CFOs, CIOs), *Digital Customer Service* helps business leaders balance three critical priorities: Creating an excellent experience for customers that increases customer loyalty, reducing the cost of Customer Service/Support interactions, while increasing revenue through Sales interactions Moving quickly toward the goal of "digital transformation" We have discovered—in our research and our first-hand experience—that when you do Digital Customer Service, they can make significant progress toward all three of these goals at once. *Digital Customer Service* provides the roadmap for how your company can get there. And when you do, who wins? EVERYONE.

Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about your technology but about upgrading your strategic thinking. 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 businesses 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, competition, data, innovation, and harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world examples from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice on how to transform, but *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.

The Digital Revolution

Children of Jihad

Transforming Your Organization's DNA to Thrive in the Digital Age

Communication and Learning in an Age of Digital Transformation

Books and Social Media

How to Transform Your Business and Create Value in the Digital Age

Rethink Your Business for the Digital Age

Neo-Leadership, Image and Influence

Digital technology and the Internet have greatly affected the political realm in recent years, allowing citizens greater input and interaction in government processes. The mainstream media no longer holds all the power in political commentary. *Transforming Politics and Policy in the Digital Age* provides an updated assessment of the implications of technology for society and the realm of politics. The book covers issues presented by the technological changes on policy making and offers a wide array of perspectives.

This publication will appeal to researchers, politicians, policy analysts, and academics working in e-government and politics.

L&D's Playbook for the Digital Age

Integrated Science in Digital Age 2020

Digital Business Transformation

How the Digital Age is Shaping the Printed Word

Seven Building Blocks of a Successful Digital Transformation

Internet Regulation, Social Media Use, and Online Civic Engagement

Reinventing the Product