

The Digital Cio Making The Business Case For Digital

CIO Playbook: Become a Digital CIO The Real Business of IT: How CIOs Create and... by George Westerman · Audiobook preview Digital Transformation and the Role of the CIO Adapt CIO | Digital Transformation The CIO Paradox by Martha Heller: 8 Minute Summary Driving Digital: The CIO Playbook 2018-02 Creating a Digital Culture Digital Transformation and the CIO Role with Lenovo Group CIO Arthur Hu (CXOTalk #291) Make Digital Transformation Your Core Competency with StarCIO's Isaac Sacolick Everything a CIO Needs To Know To Lead Successful Digital Transformations If I Were Your Chief Information Officer, What Would I Do? [How I Would Lead Your IT Department] Amazon Books Make on Demand Virtual Tour What It Takes To Become a CIO What is digital transformation? PwC Chief Digital Officer Explains. (CXOTalk #362) What is a CIO? | Tech Talk 100 days as CIO Straight Talk webinar - A CIO's First 90 Days: Blueprint for Success How to Quickly Scan Books, Documents and Other Items into Digital Formats What is a CIO? - CXOTalk #692 #198: Digital Transformation and the CIO How To Be A Smart CIO? | Hurix Digital CIO Essentials for Digital transformation - Creating a digital business The Integration of Digital and Healthcare IT with CIO CDO Tom Barnett Digital Transformation and the Build vs. Buy Conundrum: A CIO's Perspective 2014 CIO, CMO, CDO Perspectives on Digital Transformation A New CIO's Blueprint for a Successful First 90 Days on the Job CIO Talk - How to make digital transformation work for a multinational company? #185: Digital Transformation and the CIO with Bask Iyer, CIO, VMware The role of the CIO in digital transformation Digital Transformation Advice for CIOs (CXOTalk)

Designed for Digital

Unwrapping the CIO

CIO

Make Change Work

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Unleashing the Power of IT

The Digital Cio Making The Business Case For Digital

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CANTRELL ELAINA

DESIGNED FOR DIGITAL

Harvard Business Press

Remain competitive, inspire innovation, and ensure success Constantly adapting, improving, and changing is more important than ever for companies to remain competitive in today's marketplace. Make Change Work presents real solutions to thriving in a world of constant change. This book educates managers and leaders on how to lead change, with strategies for creating urgency, building support, and ensuring successful change. Get the guidance you need to be bold in the face of change, and learn how to make your company faster, better, cheaper, and friendlier—by simply listening to your customers Advises leaders on how to design and implement a strategy that allows you to successfully lead change and deliver meaningful business results Author Randy Pennington is a 20-year business performance veteran, author, and expert in helping organizations build a culture focused on results Learn how to establish a clear and purposeful goal, inspire a culture relentlessly focused on customers, and create an environment where your talented team wants to Make Change Work.

Unwrapping the CIO Springer

Regardless of industry, most major companies are becoming technology companies. The successful management of information has become so critical to a company's goals, that in many ways, now is the age of the CIO. Yet IT executives are besieged by a host of contradictions: bad technology can bring a company to its knees, but corporate boards rarely employ CIOs; CIOs must keep costs down at the very same time that they drive innovation. CIOs are focused on the future, while they are tethered by technology decisions made in the past. These contradictions form what Martha Heller calls The CIO Paradox, a set of conflicting forces that are deeply embedded in governance, staffing, executive expectations, and even corporate culture. Heller, who has spent more than 12 years working with the CIO community, offers guidance to CIOs on how to attack, reverse, or neutralize the paradoxical elements of the CIO role. Through interviews with a wide array of successful CIOs, The CIO Paradox helps readers level the playing field for IT success and get one step closer to bringing maximum value to their companies.

CIO Harvard Business Press

The Business-IT Wall Must Come Down With A Seat at the Table, thought leader Mark Schwartz pulled out a chair for CIOs at the C-suite table. Now

Mark brings his unique perspective and experience to business leaders looking to lead their company into the digital age by harnessing the expertise and innovation that is already under their roof: IT. In the war for business supremacy, Schwartz shows we must throw out the old management models and stereotypes that pit suits against nerds. Instead, business leaders of today can foster a space of collaboration and shared mission, a space that puts technologists and business people on the same team. For business leaders looking to unlock their enterprise's digital transformation, War and Peace and IT provides clear context and strategies. Schwartz demystifies the role IT plays in the modern enterprise, allowing business leaders to create new strategies for the new digital battleground. It is time to change not only the enterprise's relationship with technology, but its relationship with technologists. To accelerate, enterprises must bring technology to the heart of their work, for just as technology is causing this disruption, it is technology that provides the solution. Unlike Napoleon, it is time for business leaders to come down from the hill atop the Battle of Borodino and enter the fray with the technologists, for that is where the war will be won or lost.

Make Change Work AMACOM

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

Creating Value for Leaders Harvard Business Review Press

A must-read leadership guide for CIOs and executives whose careers depend on creating value and growth through continuous innovation Innovation is the hot topic. Everyone's talking about it, but there seems to be a lot of misperceptions about getting it done. Innovating for Growth and Value is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide to innovation presents repeatable processes, detailed methodologies, and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides

actionable programs for developing and successfully executing profitable and repeatable innovation strategies. Focuses on specific critical areas where innovation is imperative Features real-world stories and revealing anecdotes Presents interviews from international companies such as Netflix, IBM, Cisco, Boeing, Facebook, Intel, Microsoft, McKesson, Flextronics, and more Without innovation, your company cannot compete and cannot survive. So the real question isn't whether to innovate or not. The real question is how to innovate and make innovation strategies work in the modern enterprise. Thoughtfully written and carefully researched, *Innovating for Growth and Value* grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.

[Digital Trailblazer](#) Routledge

Recognized as One of the Best Business Books for 2014 by CIO Magazine Based on interviews with more than 150 CIOs, IT/business executives, and academic thought leaders, *The Strategic CIO: Changing the Dynamics of the Business Enterprise* provides insight, success stories, and a step-by-step methodology to transform your IT organization into a strategic asset that drives customer value, increases revenues, and enhances shareholder wealth. The book details how strategic CIOs from FedEx, Procter & Gamble, McKesson, and other leading companies transformed their organizations. It illustrates the methods these CIOs used to become strategic partners that collaborate effectively within their organizations to leverage information and technology for a competitive advantage. The text will help you assess the key competencies and skills required by IT personnel to partner with your business teams to create new and enhanced products and services that create customer value, increase margin, and enhance shareholder wealth. The book includes powerful methodologies, time-saving templates, proven best practices, and helpful assessments. It also details a four-phase methodology, along with the associated activities and tools, to help your IT organization successfully transform into a strategic IT organization. Gain insight into the four domain competencies and twelve associated skills required to build effective strategic IT organizations. Build your roadmap to success using the transformation methodology described in the text and you will be on your way to making your organization a strategic IT organization. Read Philip Weinzimer's recent article that appeared on CIO.com.

BE THE BUSINESS

John Wiley & Sons

As our economy shifts from recession to recovery, our current economic climate is ripe for transformation. CIOs are in a unique position to leverage technology in order to drive innovation and boost business growth. The *CIO Playbook* is the handy desk reference for CIOs, CEOs, CFOs, and up and coming leaders, revealing a dynamic seven-step framework (Partner - Organize - Innovate - Deliver - Support - Protect - Grow) that will guide you in making essential changes to your organization. The proven strategies, tools, and techniques in *The CIO Playbook* make it the ultimate "how-to" resource for creating a high-performance IT organization that delivers value-added products and services to employees, customers, and shareholders. Author Nicholas Colisto provides solutions to the issues that concern business leaders and IT practitioners, including: How to truly partner with business peers Delivering high-quality products and services that are embraced by your user community How to ensure your team is focused on the right innovations Measuring performance and running your department like a business Ways to attract, motivate, and retain a talented team working toward a common vision Managing risks to operate effectively and protect corporate reputation Featuring online templates for each of the seven steps described in the book, *The CIO Playbook* can help you transform your IT department from a mere order taker to a high-performance organization that delivers extraordinary business outcomes, despite this era of turbulent economic challenges.

GETTING TO NIMBLE

Kogan Page Publishers

No matter what your post in an organization, *Unwrapping the CIO: Demystifying the Chief Information Officer Position* will bring new understanding to this often misunderstood appointment. Author Wayne L. Anderson deftly explains this position in relation to other positions within the corporate workplace. *Unwrapping the CIO* is for: CIOs who need to understand the job in which they have been placed CEOs who need to better understand the position, challenges, and skill requirements of one of the key areas affecting an organization CFOs who need to understand the position that consumes a great deal of the company's financial assets IT professionals who need to understand why CIOs make some of the decisions they make Anyone who interacts with CIOs on a regular basis who needs to better understand their actions and behaviors You may have heard that an appointment to the position of CIO means that your career is over, but that is not necessarily the case. It could be a test of your character, but at the very least, this opportunity may provide some insight into your character. With Anderson's realistic advice, you too can become an outstanding CIO. *Digital to the Core* iUniverse

This much-anticipated updated edition of this digital-first playbook equips a new generation of leaders to win in a business landscape dominated by disruption. Since the publication of the first edition over six years ago, the analysis and predictions presented in *The Digital Matrix* have played out in the global economy, as more industries have gone digital-first. Some legacy companies have gone under in the interim, while others continue to grapple with the question of how to pull off a life-saving digital transformation. The digital giants and tech entrepreneurs are no longer at the periphery of traditional industries but have emerged as the rule-makers in industries as diverse as financial services, health care, media and entertainment, retailing, and automotive sectors. *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 rule book for the digital future Digital technology has proved to be essential for navigating the uncertainties of work, health, and life during the pandemic; and it will prove to be more central to how companies refine their strategies and business models for the postpandemic world. The defining challenge for today's generation of managers (who will be tomorrow's leaders) is to prepare their organization to discard the rules perfected in the industrial

age and develop their own unique rule book for their digital future. Your company's future depends on its ability to harness digital technology. Don't wait!

[The CIO Edge](#) CRC Press

Timely guidance for transforming IT into a strategic business partner Today's leaders are expected to reduce costs, increase productivity, drive innovation and help the business identify and pursue new business opportunities. Successful IT leaders will be the ones that become strategic business partners and decision influencers in their organizations. *Unleashing the Power of IT* describes in actionable detail, the new mindset, core skill set, and interpersonal tool set that are necessary for IT leaders to thrive in today's increasingly complex challenging business environment. Provides tangible, hard-hitting, real-world strategies, techniques and approaches that will immediately transform your IT workforce and culture Includes Top Ten lists of tips and techniques, proven frameworks and practical guidance to help you launch and sustain your IT culture change and professional development initiatives Addresses how to build a client-focused IT culture; move your organization from order takers to trusted business partners, market IT's value, lead change with confidence, manage projects and vendor relationships A special feature of this book includes a chapter profiling several world-class organizations that have implemented the principles in this book. Learn about the culture change challenges they overcame and benefit from their best practices and successes.

War and Peace and IT John Wiley & Sons

Recognized as One of the Best Business Books for 2014 by CIO Magazine Based on interviews with more than 150 CIOs, IT/business executives, and academic thought leaders, *The Strategic CIO: Changing the Dynamics of the Business Enterprise* provides insight, success stories, and a step-by-step methodology to transform your IT organization into a strategic asset that drives customer value, increases revenues, and enhances shareholder wealth. The book details how strategic CIOs from FedEx, Procter & Gamble, McKesson, and other leading companies transformed their organizations. It illustrates the methods these CIOs used to become strategic partners that collaborate effectively within their organizations to leverage information and technology for a competitive advantage. The text will help you assess the key competencies and skills required by IT personnel to partner with your business teams to create new and enhanced products and services that create customer value, increase margin, and enhance shareholder wealth. The book includes powerful methodologies, time-saving templates, proven best practices, and helpful assessments. It also details a four-phase methodology, along with the associated activities and tools, to help your IT organization successfully transform into a strategic IT organization. Gain insight into the four domain competencies and twelve associated skills required to build effective strategic IT organizations. Build your roadmap to success using the transformation methodology described in the text and you will be on your way to making your organization a strategic IT organization. Read Philip Weinzimer's recent article that appeared on CIO.com.

THE STRATEGIC CIO

IT Revolution

Is it actually possible to innovate in government? Can a public sector CIO build a great culture and drive digital transformations? Yes! And, this book tells you how. *Value-Driven* is the definitive leadership guide for the public sector Chief Information Officer. Learn what it takes to be a great CIO, driving digital transformation and innovation in the public sector. *Value-Driven* is equally valuable for non-CIO public sector leaders, including elected officials, seeking to understand the role of technology and the CIO in their organization. The book highlights the best methods and techniques to drive value and enable change, creating a both effective and efficient IT group.

[Strategic IT Governance 2.0](#) John Wiley & Sons

If you're a general manager or CFO, do you feel you're spending too much on IT or wishing you could get better returns from your IT investments? If so, it's time to examine what's behind this IT-as-cost mind-set. In *The Real Business of IT*, Richard Hunter and George Westerman reveal that the cost mind-set stems from IT leaders' inability to communicate about the business value they create-so CIOs get stuck discussing budgets rather than their contributions to the organization. The authors explain how IT leaders can combat this mind-set by first using information technology to generate three forms of value important to leaders throughout the organization: -Value for money when your IT department operates efficiently and effectively -An investment in business performance evidenced when IT helps divisions, units, and departments boost profitability -Personal value of CIOs as leaders whose contributions to their enterprise go well beyond their area of specialization The authors show how to communicate about these forms of value with non-IT leaders-so they understand how your firm is benefiting and see IT as the strategic powerhouse it truly is.

[The CIO Playbook](#) Springer

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

VALUE-DRIVEN

John Wiley & Sons

Rarely, if ever, do companies clearly distinguish between or balance the management of today’s business and planning for the future. Derek Abell, internationally renowned for his pioneering work on strategic market planning, once again breaks sharply with conventional wisdom to demonstrate how a company can develop analytic marketing modes for not one but two distinct planning horizons. Managing with dual strategies, Abell argues, calls for new approaches not only to planning, but to organizational structure and management control. He makes specific recommendations on how current operating practices need to be adapted, and shows how leading firms are recognizing the dual nature of management as a new way of organizational life. Planning for the present, Abell shows, requires a vision of how the firm must operate now given its unique competencies and resources. By involving each level within the management team from the CEO to financial planners, to line managers, Abell details how firms can pinpoint market opportunities through careful segmentation and identification of key success factors to “connect” with customers. At the same time, he distinguishes the importance of horizontal relationships for defining and focusing on internal strategies, and vertical relationships for being attuned to changing market realities. Success today, he warns, does not ensure success tomorrow. Abell describes how world-class leaders such as Nestlé, Caterpillar, and Heineken monitor both internal and external forces for market change, successfully mastering the present, and preempting the future. Preparing for the future requires understanding the full range of activities industry-wide, and anticipating changes in technology, buyer/seller behavior, and product life cycles. Abell explains how companies can develop and implement these co-existing visions and address the real forms of change that vitally affect their future -- today and tomorrow.

CIO PARADOX

Business Expert Press

Weinzimer provides industry case studies of companies that have implemented multiple components of The Strategic IT Governance 2.0 model. These companies successfully leveraged collaboration between technology and the business to deliver technology projects that provide the best customer value, improve cost efficiencies, and create a governance culture across business areas. In his book, you will learn valuable lessons to implement an innovative governance model for your company.— Ashley Pettit, CIO, and Senior Vice President, Enterprise Technology, State Farm In Strategic IT Governance 2.0, Phil provides a number of exciting case studies of how CIOs are leveraging technology to innovate and create value. They are following Phil’s model, building strategic and tactical relationships within the business to drive technology growth strategies, collaborating with partners to improve customer service and increase value with process optimization and best practice metrics. Each of these companies offers a slightly different take on the multiple components of the Strategic IT Governance 2.0 model; however, these organizations’ collective and individual success indicates the strength of the components.— Dawn Kirchner-King, Vice President and Chief Information Officer, Armstrong World Industries Today’s business environment is more complicated, creating additional challenges for the successful execution of strategic enterprise projects. Unless an organization revisits its governance model, strategic projects are at risk of negatively impacting business success. So, how do companies succeed in overcoming these obstacles to improve project success? Strategic IT Governance 2.0: How CIOs Succeed at Digital Innovation explains how IT executives can take the lead and successfully drive digital transformation initiatives and associated projects. The book presents the Strategic IT Governance 2.0 model that focuses on project alignment, process reinvention, and leadership excellence. It is filled with case studies of the model’s implementation, giving practical insight into how organizations have successfully executed digital transformation.

LifeTree Media

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There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world’s most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner’s annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

Chief Information Officer Role Effectiveness Designed for Digital

Down to earth, real answers on how to manage technology—from renowned IT leaders Filled with over thirty contributions from practitioners who handle both the day-to-day and longer term challenges that Information Technology (IT) departments and their parent businesses face, this hands-on, practical IT desk reference is written in lay terms for business people and IT personnel alike. Without jargon and lofty theories, this resource will help you assist your organization in addressing project risks in a global and interconnected world. Provides guidance on how business people and IT can work together to maximize business value Insights from more than thirty leading IT experts Commonsense, rational solutions for issues such as managing outsourcing relationships and operating IT as a business Offering solutions for many of the problems CIOs face, this unique book addresses the Chief Information Officer’s role in managing and running IT as a business, so the IT department may become a full strategic partner in the organization’s crucial decisions.

TAKING THE REINS AS CIO

John Wiley & Sons

The CIO playbook, with lessons from the world’s best leaders The CEO of Technology shows today’s CIOs how to become exceptional leaders and bring value to their organization. By taking lessons from some of the world’s best CEOs, you’ll develop the traits and characteristics that drive legendary leadership. Interviews with top executives at leading global technology companies including Apple, Boeing, Direct TV, Facebook, Texas Instruments, and more provide deep and valuable insight into what it means to lead in a hyper-driven tech environment. These stories provide valuable lessons that don’t come from a classroom, but only from the in-the-trenches experience of the world’s best leaders—coupled with a groundbreaking leadership approach designed for the demands of today’s markets, to give you the ultimate CIO handbook. You’ll learn how to maximize the value of your greatest asset—your team—and how to drive performance to unprecedented levels. You’ll discover how great leaders communicate business strategy across the modern enterprise, and become a driving force behind your organization’s success. The IT industry is experiencing a seismic shift that is revolutionizing the way companies do business. The stakes are high, everything is in flux, and there are no guaranteed paths to success. Whether this revolution means crisis or opportunity is up to you; this book gives you a game-changing approach to IT leadership in the 21st century enterprise. Improve the quality of your leadership and strengthen the C-suite bond Attract top talent, build great teams, and align IT with overall strategic vision Become the indispensable leader who consistently drives achievement Integrate technology and business strategy to become a high-value CIO Modern CIOs face a radically new array of leadership challenges in today’s ultra-competitive, highly volatile markets; are you capable of leading the charge to the top? The CEO of Technology offers a visionary approach and the wisdom of experience to help you join the ranks of great leaders.

The CEO of Technology Wiley

Every organization makes plans for updating products, technologies, and business processes. But that’s not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company’s technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In *Driving Digital*, author Isaac Sacolick shares the lessons he’s learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company’s digital transformation. In this thoroughly researched one-stop manual, learn how to:

- Formulate a digital strategy
- Transform business and IT practices
- Align development and operations
- Drive culture change
- Bolster digital talent
- Capture and track ROI
- Develop innovative digital practices
- Pilot emerging technologies
- And more!

Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success?