

# **The Digital Transformation Playbook Rethink Your Business For The Digital Age Columbia Business School Publishing**

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Transformation Playbook, David Rogers shares this important insight: that digital transformation involves much more than technology; it's about a holistic change of strategy and an entirely new way of thinking. Book Summary - The Digital Transformation Playbook Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. The Digital Transformation Playbook | David Rogers Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth. The Digital Transformation Playbook | Columbia University ... This item: The Digital Transformation Playbook: Rethink Your Business for the Digital Age by David Rogers Hardcover CDN\$38.61 In Stock. Ships from and sold by Amazon.ca. The Digital Transformation Playbook: Rethink Your Business ... The Digital Transformation Playbook - Rethink Your Business for the Digital Age (Columbia Business School Publishing) Hardcover - Illustrated, 8 April 2016 by David Rogers (Author) 4.6 out of 5 stars 224 ratings See all formats and editions Buy The Digital Transformation Playbook - Rethink Your ... The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Hardcover - 5 April 2016 by David Rogers (Author) 4.6 out of 5 stars 171 ratings See all formats and

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