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Disruptive Digital: The New Normal (Paperback)

By Anuj Pandey

Notion Press, Inc., 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. ITS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT, IT IS THE ONE THAT IS THE MOST ADAPTABLE TO CHANGE - CHARLES DARWIN The famous quote from Charles Darwin seems apt for the Disruptive Digital Era, moving beyond the realms of physical limitations, opening new frontiers, and changing the fundamentals along the way. As a result, we are seeing the creation of highly Agile, Fearless and Hyper-Connected Digital Enterprise, willing to take on the world with unknowns at a rate never seen before. This book is a guiding lens for those established enterprises, who are weathering the storm, trying to re-invent themselves amidst disruptions, that are threatening to take away their very existence. And also to the budding ones with blue eyed approach to win the market and make an impact on their customers. This book will offer transformation leaders with -Frameworks for transformation driven Disruptive Mindset -Building Blocks for the New Age Disruptive Digital Enterprise -Engagement Models to measure the impact of Customer Engagement -Digital Maturity Model, Toolkits and Assessment Framework -Building a Roadmap Design Disruptive Digital...



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