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Driving Digital: The Leader s Guide to Business Transformation Through Technology

By Isaac Sacolick

BRILLIANCE AUDIO, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The race is on to become a digital enterprise. Every organization has a plan for updating products, technologies, and business processes. But that s not enough anymore. With disruptive startups outperforming industry stalwarts, executives everywhere are pushing greater growth and innovation. Staying competitive demands a complete digital transformation. For professionals charged with leading technology-driven change, the pressure is intense--and the path forward unclear. Author Isaac Sacolick has successfully spearheaded multiple transformations and helped shape digital-business best practices. Now in Driving Digital, he shares the lessons he s learned, detailing how to: Formulate a digital strategy - Transform business and IT practices - Align Development and Operations - Promote agile practices - Drive culture change - Bolster digital talent - Manage a portfolio of initiatives - Capture and track ROI - Strengthen data-driven decision making and expand data science practices - Cultivate strategic technology capabilities - Develop innovative digital products - Enable product management - Pilot emerging technologies - Become smarter faster. Every company is on the cusp of digital disruption. But with so many pieces to the puzzle, efforts often get derailed. Driving Digital is the action plan...



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