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Company Read an Excerpt Chapter 01 (PDF) Index (PDF)

Table of Contents (PDF) Anand Swaminathan, Jürgen Meffert

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Digital @ Scale: The Playbook You Need to Transform Your Company. 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.

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Digital @ Scale: The Playbook You Need to Transform Your Company Um novo livro de autores da McKinsey constitui um guia para reinventar a base do seu negócio, com perspectivas práticas sobre os três elementos chave das transformações digitais.

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Digital @ Scale helps leaders identify exactly what they need to transform, from the overall business model and the central

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elements of value creation such as product development, marketing, and the supply chain, through to basic functions such as technology, organization, and corporate culture. The authors show how to break down functional silos and build a digital team; appoint and empower a Chief Digital Officer; and continuously measure the benefits of digital change.

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Digital@Scale gives you the playbook on how to unlock the full value of digital across the organization." —Chip Bergh, president and CEO, Levi Strauss & Co. —The authors have successfully captured the essence of what it takes to become a successful digital organization by using a range of different digital transformation examples across industries. —

Anand Swaminathan & Jurgen Meffert Digital @ Scale The ... Scale also requires a modernized infrastructure with new KPIs. As IT suppliers, especially those of you serving infrastructure needs, it is important for you to engage your clients in a dialogue about the new digital KPIs and help them think through their metrics as they build their infrastructure transformation roadmap.

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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.

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