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Digital Business Strategy: Leading ... - Executive Education

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strategy and re-engineer their business processes to leverage it. They also emphasize on the need for organizations to align technology with their business requirements in order to deliver a seamless digital experience to its stakeholders. The authors lay stress on the critical role of leadership in leading a successful digital strategy

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Leading Digital Strategy: Driving Business Growth Through Effective E-commerce [Christopher Bones, James Hammersley] on Amazon.com. *FREE* shipping on qualifying offers. As businesses continue to embrace digital tools and technologies to enhance customer engagement and develop digital channels

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Sunil Gupta is the Edward W. Carter Professor of Business Administration at Harvard Business School. He is also Cochair of the Executive Program on Driving Digital Strategy. Gupta advises and speaks to companies around the world on issues related to digital transformation.

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