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In this book, David Rogers consolidates his years of research findings into a step-by-step digital transformation playbook, to help you rethink your business for the digital age using 9 key strategic planning tools in 5 strategic domains.

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DRogers Speaker - The Digital Transformation Playbook

In the book, Rogers argues that “ digital transformation ” is not about updating your technology but about upgrading your strategic thinking. To grow in the digital age, businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

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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.

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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. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

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