Keays

The Binary Firm

Digital Management Transformation for the Non-Digital Organization

The world beyond 2020 will be profoundly different from today. Radical transformative technologies are changing the relationship between mankind and machines in a way that even Wells, Orwell, or Jobs could not fathom. Nobody can tell for certain what will emerge from these tectonic shifts, save for the fact that the status quo is already obsolete. In effect, humanity has entered a new age in its evolution: the Symbiocene era. Societal issues notwithstanding, the existential concern for businesses and organizations everywhere is pressing: how to survive, or better yet, thrive in this brave new scary world? The Binary Firm explores the orchestrating strategies to get in front of the technological tsunami that is sweeping the globe. Tsunami is not too strong a word: witness the threat posed by artificial intelligence to the very nature of work. This book constructs a conceptual management framework engineered to anticipate changes and empower the organization to exploit them to its immediate advantage. The exposition goes beyond worn-out buzzwords like innovation, disruption, and collaboration. It dives into the underlying foundation of an organization impacting its financial destiny. This book will resonate with managers and entrepreneurs who may struggle to master the often-mystifying rigors of digital forces. As goes the new adage, every business is a software company. But how to tame this feral beast? Readers will find pragmatic answers herein. No organization can afford the status quo in this era of pervasive interconnections. This is the playbook to change your game and succeed at digitally transforming your organization without breaking the bank.

Auf Anfrage

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367900397
Medium: Buch
ISBN: 978-0-367-90039-7
Verlag: Taylor & Francis
Erscheinungstermin: 20.05.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Produktform: Gebunden
Gewicht: 700 g
Seiten: 294
Format (B x H): 178 x 254 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)