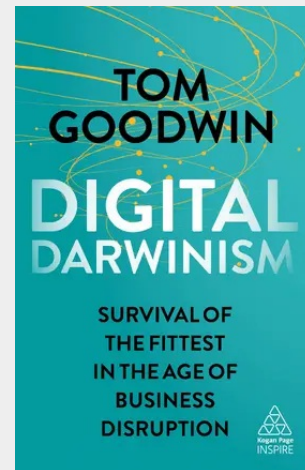


Digital Darwinism

Survival of the Fittest in the Age of Business Disruption

Digital Darwinism takes a closer look at disruptive thinking to inspire those who want to be the best at digital transformation. Change across business is accelerating, but the lifespan of companies is decreasing as leaders face a growing abundance of decisions to make, data to process and technology that threatens even the most established business models. These forces could destroy your company or, with the right strategy in place, help you transform it into a market leader. **Digital Darwinism** lends a guiding hand through the turbulence, offering practical strategies while sounding a call to action that lights a fire underneath complacency to inspire creative change. **Digital Darwinism** shines a light on the future by exploring technology, society and lessons from the past so you can understand how to adapt, what to embrace and what to ignore. **Tom Goodwin** proves that assumptions the business world has previously made about "digital" are wrong: incremental change *isn't* good enough, adding technology at the edges *won't* work and digital isn't a thing - it's *everything*. If you want your organization to succeed in the post-digital age, you need to be enlightened by **Digital Darwinism**.



Auf Anfrage

Nicht mehr lieferbar

Artikelnummer: 9780749482282
Medium: Buch
ISBN: 978-0-7494-8228-2
Verlag: Kogan Page
Erscheinungstermin: 03.04.2018
Sprache(n): Englisch
Auflage: 1. Auflage 2018
Serie: Kogan Page Inspire
Produktform: Kartoniert
Gewicht: 340 g
Seiten: 240
Format (B x H): 139 x 216 mm

