

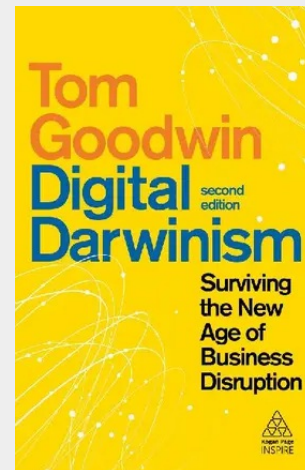
Digital Darwinism

Surviving the New Age of Business Disruption

Disruption is back with a vengeance. If ever there was a time to learn how to adapt, grab opportunities and bounce back - it's now. Learn how to keep your business relevant, meet new customer expectations and leverage technology.

Bestselling author and business influencer **Tom Goodwin** is back with this entirely revised new edition of **Digital Darwinism**. This book guides you through the unrelenting pace of change and uncertainty facing business leaders today. Currently in a hybrid world where digital and real-world experiences collide and are expected to seamlessly blend into one another, never has the need to be on top of your digital transformation been felt more strongly. With new expectations from customers and employees alike, how will your business grow and survive the future? Learn how to become truly customer-centric, drive digital transformation through a culture of real innovation and challenge assumptions of how things have been done before. The survival of your business depends on it.

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