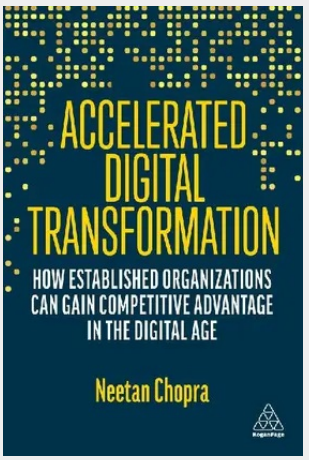
Chopra

Accelerated Digital Transformation

How Established Organizations Can Gain Competitive Advantage in the Digital Age



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Achieve successful digital transformation with this authoritative guide designed specifically for established organizations. At a time where even the most recognized business models are under threat, organizations risk devastation if they do not transition successfully to the new digital reality. Yet what works for digital natives does not always work for established organizations. Recognized as one of the world's top global executives leading innovative transformation, Neetan Chopra's deep experience of steering organizations through digital disruption drives the practical approach of ***Accelerated Digital Transformation*** . Having designed transformation journeys, overcome setbacks and driven outcomes within multiple leading companies, Neetan Chopra tackles key factors for established organizations including inertia, impetus, outcomes, digital capabilities and culture. The book is underpinned by a tried and tested framework that will guide readers step by step through the entire digital transformation journey. This will be an essential resource for leaders, managers and practitioners leading and executing digital transformation.

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