

The Practical Guide to Digital Transformation

Use Technology to Improve Your Business

Deliver successful digital transformation with a clear strategy, practical tools and confident decision making. *The Practical Guide to Digital Transformation* is a hands-on roadmap for mid-career managers, team leads and directors who need to improve performance, modernize processes and drive innovation through technology. Written by technology expert **Antonio Weiss**, this step-by-step guide breaks the complexity of digital transformation into 19 practical, repeatable steps you can apply immediately. Designed for professionals responsible for translating strategy into delivery, it shows how to build the right culture, manage change effectively, upskill teams and know when to bring in new talent. This second edition also adds essential guidance on AI, quantum computing, sustainability and the ethical use of technology, helping you stay ahead of emerging trends with confidence. You'll learn how to: - Build a focused digital strategy that aligns with business goals - Create a culture that supports innovation, agility and continuous improvement - Manage change effectively across teams, functions and stakeholders - Identify skills gaps, develop talent and choose the right external expertise With real-world examples in every chapter and clear steps to put each principle into action, *The Practical Guide to Digital Transformation* helps both mid- and senior-career professionals deliver meaningful improvements, avoid common pitfalls and lead digital initiatives that drive measurable results. **Themes include:** digital transformation, digital strategy, innovation strategy, change management, AI and emerging tech, organizational culture, upskilling



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