

Digital Transformation

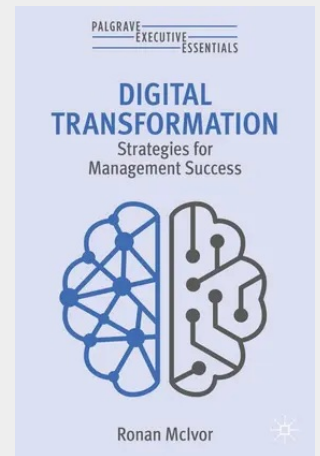
Strategies for Management Success

Digital technologies such as social media, data analytics, artificial intelligence (AI), the Internet of things (IoT) and cloud computing are profoundly transforming business and society. These digital technologies have eliminated traditional boundaries of time and geography and created virtual communities of employees, customers and suppliers, and allowed firms to do things not possible in the physical world. Managers must understand these transformations to effectively deploy digital technologies at the strategic and operational levels.

This accessible and engaging guidebook for executive learners, practitioners and students aims to provide a thorough understanding of digital transformation, as well as the practical tools and frameworks to apply in a range of organisational contexts.

In addition to a thorough understanding of the technologies and environments for digital transformation, readers will learn how to drive digital transformation in firms and critically evaluate current practice and theory. Part of the popular Palgrave Executive Essentials series, this book will be a fantastic companion for executive learners on digital transformation and innovation courses, as well as practitioners and business school students.

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