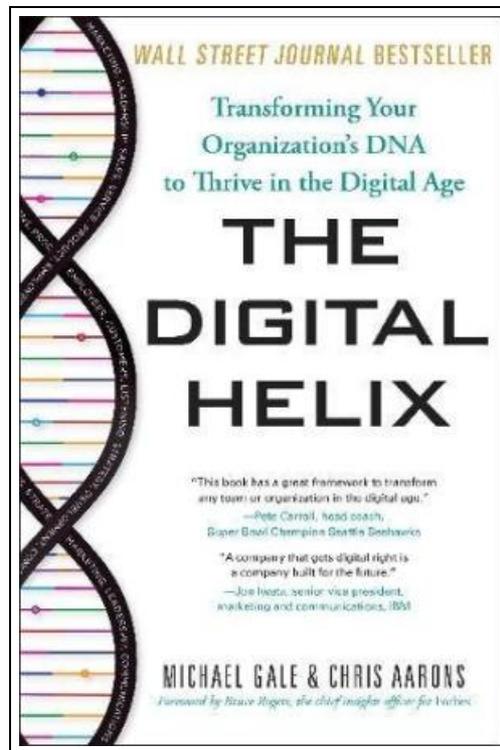


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Greenleaf Book Group Llc, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Wall Street Journal Bestseller Thrive in the Digital Age Digital transformations are everywhere: business to business, business to consumer, and even government to citizens. Digital transformation promises a bridge to a digital future, where organizations can thrive with more fluid business models and processes. Less than 20 of organizations are getting digital transformations right, but these digitally transformed organizations can deliver twice as fast as other organizations, cut OPEX by over 30 , and have seen a near-immediate doubling in brand value. The power to act faster and do it better than before sits at the heart of truly digitally transformed organizations. In The Digital Helix, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization-- from the role of the digital-explorer leader in using information to empower the organization to move better and faster to shifts in sales, marketing, communications and leadership, product development, and service and support. The Digital Helix is a practical guide to bringing all the key functions together and includes guidance on developing a digital culture from the ground up--making it part of your company s DNA--and the mindset tools needed to bring your organization into the digital-first age. Creating this digital-first DNA for your organization will allow you to not only embrace the digital age but thrive in it.

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