



# THE DIGITAL TRANSFORMATION PLAYBOOK

Rethink your business for the digital age



Author: <b>David L. Rogers</b>	Pages: <b>296</b>	Price: <b>INR 2333/-</b>	Publisher: <b>Columbia University Press, Columbia Business School Publishing</b>
-----------------------------------	----------------------	-----------------------------	---

Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? It is time to- “Rethink your business for the digital age.”

A globally recognized digital expert, the author argues that digital transformation is not about updating your technology, but about upgrading your strategic thinking. Based on his decade-long experience in research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world.

The author reasons why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization.

The book illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to The New York Times. With practical frameworks for directors, board members, and senior executives, and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses, business

leaders, digital strategists and advisors, at whichever stage of the transformation the organisation might be.

What stands out is, this book is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

### ABOUT THE AUTHOR:

**David Rogers** is a globally-recognised leader on digital strategy, known for his pioneering work on digital transformation. He is also a member of the faculty at Columbia Business School, and author of four books. He has advised executives and delivered workshops on digital transformation in companies such as Google, Microsoft, HP, Citibank, Credit Suisse, Visa, P&G, Merck, Toyota, General Electric, Cartier, Pernod Ricard, and dozens of others. A Past President of the American Marketing Association New York, at Columbia Business School, as Faculty Director of Executive Education programs he teaches Digital Business Strategy, Digital Transformation, Digital Business Leadership and the Google-Columbia CMO Academy. His recent research has focused on business model design, asymmetric competition, customer data sharing, and digital transformation in legacy organisations. ■