



Digital Transformation (Digital Expertise)

Mark Baker

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US Edition: Digital transformation is application of digital technology in all aspects of human society. It goes beyond digital competence and digital literacy to change every aspect of our lives. [US This is a practical collection of case studies and inside knowledge aimed at the CEO, executive, board member or investor who is interested in how Digital Transformation can be achieved in an organization. It breaks through the jargon and the short term obsession with specific technologies and gives a clear view of the risks and possibilities. It is structured around answering the basic questions of What?, Why?, When?, How?, Where? and Who? and gives a full blueprint of how to get a digital transformation project started using a consultant, internal staff or a Chief Digital Officer with the lowest disruption risk exposure, but the highest effectiveness.

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