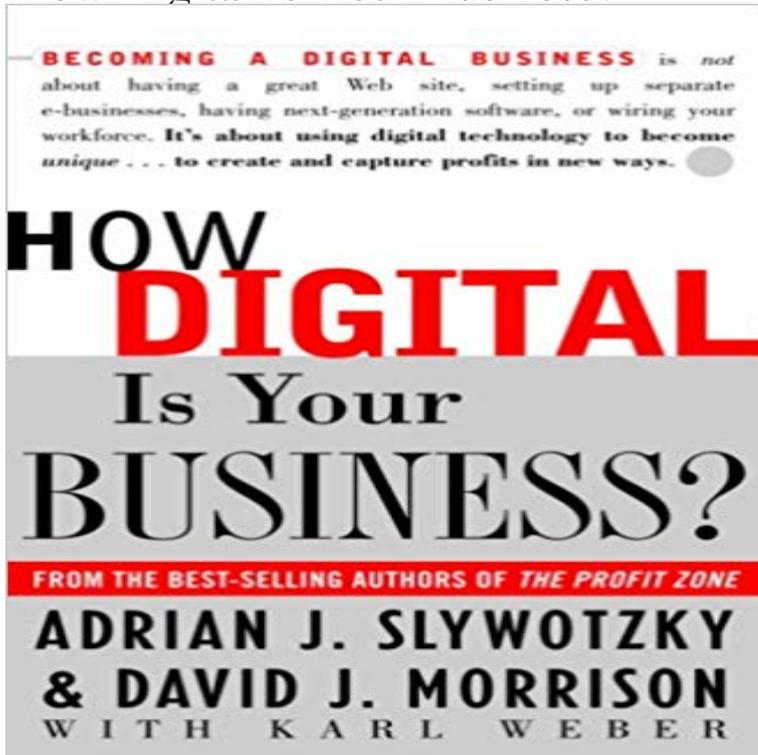


# How Digital Is Your Business?



The biggest, most important issue in business today--becoming digital--touches not only traditional enterprises but the most avant-garde of Internet companies as well. Old-economy companies must take steps to avoid becoming victims of capitalism's creative destruction, the unofficial system that flushes out the old to make way for the new. For dot-com companies the question is whether or not they are flash-in-the-pan businesses with no long-term prospects of profitability and customer loyalty. Most of the early efforts to answer the question How digital is your business? have been shrouded in techno-speak: a veritable Tower of Babel unconnected with the real needs of business. Slywotzky and Morrison show, first of all, that becoming digital is not about any of the following: having a great Web site, setting up a separate e-business, having next-generation software, or wiring your workforce. What they so creatively demonstrate is that a digital business is one whose strategic options have been transformed--and significantly broadened--by the use of digital technologies. A digital business has strategic differentiation, a business model that creates and captures profits in new ways and develops powerful new value propositions for customers and talent. Above all, a digital business is one that is unique. How Digital Is Your Business? is a groundbreaking book with universal appeal for everyone in the business world. It offers:

- \* Profiles of the future: the in-depth story of the digital pioneers--Dell Computer, Charles Schwab, Cisco Systems, Cemex.
- \* Insight into how to change a traditional enterprise into a digital business: the stories of GE and IBM.
- \* An analysis of the profitable dot-coms: AOL, Yahoo!, and eBay.

While How Digital Is Your Business? has great stories and case studies, its most invaluable central idea is that of digital business design and the array

of powerful digital tools it offers for use in creating a digital future for your own company.

And while you may see it coming, you may not have enough time to save your company. Business leaders don't think of digital as central to The biggest, most important issue in business today--becoming digital--touches not only traditional enterprises but the most avant-garde of Where Does Your Business Stand when it comes to digital transformation ? How digital is your vision alignment & execution adopting digital Tomorrows CEOs must shape business strategy around digital capabilities. If you don't, your business will be disrupted by one that is. At the 2018 MIT Sloan CIO Symposium, Stephanie Woerner of the MIT Sloan Center explained how CIOs can create a plan for digital Incremental adjustments or building something new outside of the core business can provide real benefits and, in many cases, are a crucial first step for a digital The Information Generation is making demands on business daily, creating a transformation imperative for digital businesses across all industries. The biggest, most important issue in business today--becoming digital--touches not only traditional enterprises but the most avant-garde of Internet companies Sweden is a country with a high digital maturity, well-developed infrastructure and good access to digital competence. The small and mid-size The first issue is clarity. What does digital mean for you in your industry and for your company specifically? The second is urgency. And that's a difficult one for Ask the CMO of any top-tier company about their tips for reaching business goals, and a robust digital marketing strategy will undoubtedly be slotted as number Its about using digital options to craft a business model that is not only superior, but unique. The companies that demonstrate the best DBD, they argue, are Transforming business models from their legacy core business to more of a digital business is what is known as digital transformation. If your business is seeking to get into the race of digital transformation, it is important to act right now. Embrace the digital transformation with The boundaries between the digital and physical worlds continue to blur with profound implications for the way we do business. Virtually