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The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Hardcover – Illustrated, April 5, 2016 by David Rogers (Author) 4.6 out of 5 stars 186 ratings See all formats and editions

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Home > Book Summary - The Digital Transformation Playbook: Rethink Your Business For The Digital Age. Many traditional businesses are struggling to cope with the new rules and environments in the digital era. In The Digital Transformation Playbook, David Rogers shares this important insight: that digital transformation involves much more than technology; it's about a

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holistic change of strategy and an entirely new way of thinking.

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Based on Rogers's decade of 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.

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He is author of four books, including "The Network Is Your Customer," and his new

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In the book, Rogers argues that “digital transformation” is not about updating your technology but about upgrading your strategic thinking. To grow in the digital age, businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

The Digital Transformation Playbook: Rethink Your Business ...

BRITE founder, author, and Columbia faculty member David Rogers talks at BRITE '16 about how businesses need to transform by understanding that now: 1) custo...

David Rogers on The Digital Transformation Playbook - YouTube

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The Digital Transformation Playbook. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Rethink your business for the digital age.

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