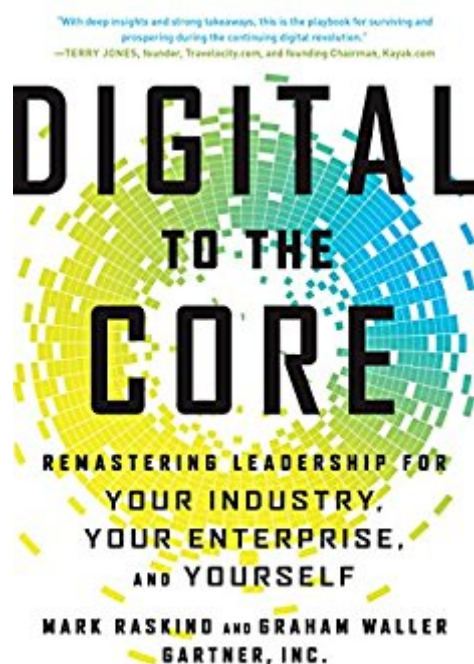


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# Digital To The Core: Remastering Leadership For Your Industry, Your Enterprise, And Yourself



## Synopsis

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

## Book Information

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## Customer Reviews

Now is the time for CEO action on a comprehensive digital transformation agenda that will result in a strategic competitive advantage. Raskino and Waller, two experienced Gartner senior analysts, believe that one of the greatest ongoing challenges that executives will face is convincing their organizations to take a progressive path toward a digital-enabled future. Every business, no matter how long they've been in existence, has the opportunity to digitally remaster their business model -- and their associated products and services. The book is about the process of forward-thinking renewal. The authors provide a pragmatic framework for savvy leaders to remap their industry, remodel their enterprise and also remake themselves. They describe a "Resolution Revolution" macro force -- it's the effect of being able to sense what's happening within your domain, with greater fidelity and detail, then proactively working to understand and harness the key things that are likely to lead to your desired business outcomes. They support all their research findings with insightful data points. Case in point: a recent Gartner survey found that CEOs expect their revenues attributable to digital products, marketing and sales will double from an average of 21 percent in 2014 to reach 42 percent by 2017. Each chapter concludes with "Actionable Takeaways" that offer guidance that everyone would surely appreciate. One point from their assessment stands out -- the companies that are typically forcing disruptive change most often do not come from within the affected industry. Why does this happen?

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