



How Digital Is Your Business?

Adrian J. Slywotzky, Karl Weber, David J. Morrison

Download now

[Click here](#) if your download doesn't start automatically

How Digital Is Your Business?

Adrian J. Slywotzky, Karl Weber, David J. Morrison

How Digital Is Your Business? Adrian J. Slywotzky, Karl Weber, David J. Morrison

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.

 [Download How Digital Is Your Business? ...pdf](#)

 [Read Online How Digital Is Your Business? ...pdf](#)

Download and Read Free Online How Digital Is Your Business? Adrian J. Slywotzky, Karl Weber, David J. Morrison

From reader reviews:

James Conner:

Why don't make it to become your habit? Right now, try to prepare your time to do the important act, like looking for your favorite e-book and reading a guide. Beside you can solve your trouble; you can add your knowledge by the book entitled How Digital Is Your Business?. Try to the actual book How Digital Is Your Business? as your good friend. It means that it can being your friend when you sense alone and beside those of course make you smarter than in the past. Yeah, it is very fortunated for you. The book makes you considerably more confidence because you can know everything by the book. So , we need to make new experience as well as knowledge with this book.

Julia Hanson:

Are you kind of hectic person, only have 10 or maybe 15 minute in your time to upgrading your mind expertise or thinking skill also analytical thinking? Then you have problem with the book compared to can satisfy your short space of time to read it because this all time you only find guide that need more time to be study. How Digital Is Your Business? can be your answer because it can be read by you who have those short extra time problems.

Karen Taylor:

This How Digital Is Your Business? is brand new way for you who has interest to look for some information since it relief your hunger details. Getting deeper you upon it getting knowledge more you know otherwise you who still having little digest in reading this How Digital Is Your Business? can be the light food in your case because the information inside this book is easy to get through anyone. These books create itself in the form which is reachable by anyone, yeah I mean in the e-book web form. People who think that in guide form make them feel tired even dizzy this guide is the answer. So there is absolutely no in reading a book especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss the idea! Just read this e-book type for your better life in addition to knowledge.

Evelyn Nay:

What is your hobby? Have you heard which question when you got learners? We believe that that concern was given by teacher on their students. Many kinds of hobby, Every individual has different hobby. Therefore you know that little person similar to reading or as studying become their hobby. You must know that reading is very important and book as to be the point. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You will find good news or update about something by book. Many kinds of books that can you choose to use be your object. One of them is this How Digital Is Your Business?.

**Download and Read Online How Digital Is Your Business? Adrian
J. Slywotzky, Karl Weber, David J. Morrison #YHQ924SPDI1**

Read How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison for online ebook

How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison books to read online.

Online How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison ebook PDF download

How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison Doc

How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison Mobipocket

How Digital Is Your Business? by Adrian J. Slywotzky, Karl Weber, David J. Morrison EPub