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DIGITAL @ SCALE: THE PLAYBOOK YOU NEED TO TRANSFORM YOUR COMPANY (HARDBACK)



John Wiley Sons Inc, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don t just try digital but also scale it. examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies...

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- Released at 2017



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