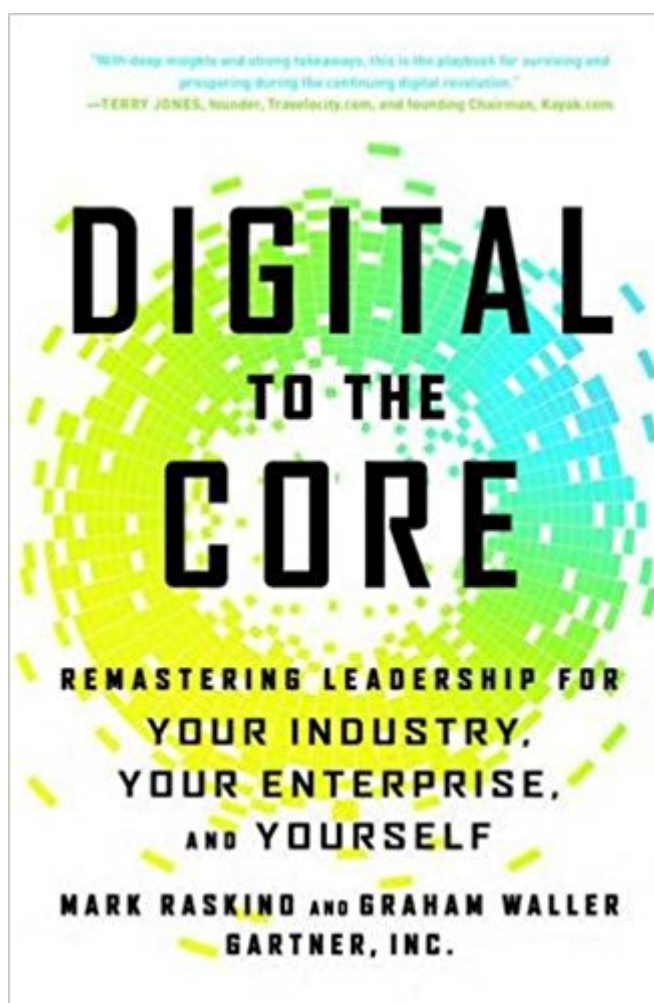


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# Digital To The Core: Remastering Leadership For Your Industry, Your Enterprise, And Yourself



## 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.Â Â 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.Â Â 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

&#147;With deep insights and strong take-aways, this is the playbook for surviving and prospering during the continuing digital revolution.Âçâ –Â• &#150; Terry Jones, founder Travelocity.com,

founding Chairman Kayak.com&#147;As digital technologies penetrate into almost all products and services, they become more disruptive in every industry. Knowing that is easy; understanding and leading the required change is hard. Digital to the Core is a book that will help leaders find their pathways to success.Ã¢âÂ•&#150; Don Tapscott, author of Wikinomics and, with Alex Tapscott, the forthcoming Blockchain Revolution"Since leading a digital transformation in the airline industry, many C-level executives have asked me how they can generate similar transformation in their business. Digital to the Core lays down a solid framework with actionable takeaways for leaders to drive this change." &#150; Glenn Morgan FBCS, Head of Digital Business Transformation, International Airlines Group."If the digital revolution has not yet hit your business, it soon will do. The authors argue the case for not just navigating digital business, but for embracing it and offer helpful frameworks for all senior executives in rising to the challenge." &#150; Michael Earl, Emeritus Professor of Information Management, Oxford University&#147;ItÃ¢âÂ•s too late to catch up with digital, but itÃ¢âÂ•s a great time to leapfrog. This book gives you practical clues about which way to jump.Ã¢âÂ•&#150; Bob Johansen, author and Distinguished Fellow, Institute for the Future, Palo Alto, CA&#147;Using the power of technology, the internet and the internet of things new competition pops up from the most unexpected corner, requiring traditional companies to reinvent themselves to survive. This book provides excellent thought provocation and frameworks to start this journey towards a sustainable digital business.Ã¢âÂ•&#150; Sabine Everaet, Europe Group CIO, The Coca-Cola Company&#147;In Digital to the Core, the authors expertly challenge us to understand that never before have we grappled with strategic, cultural, and market force changes so significant. Every business model is being upended. Every customer expectation is rising to new heights. The digital revolution is underway and survival requires way more than surface level tactics.Ã¢âÂ•&#150; Rob Carter, CIO, FedEx Corporation

Mark Raskino is a Distinguished Analyst and Gartner Fellow in Analyst in GartnerÃ¢âÂ•s Digital Business Leadership research team. Mr. Raskino works primarily with CIOs and CEOs. He covers business and technology macro trends and their implications for business strategy and technology management. Mr. RaskinoÃ¢âÂ•s research includes GartnerÃ¢âÂ•s Annual CEO Survey, CIO Resolutions and CEO Resolutions. He is co-author with Jackie Fenn of Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time (Harvard Business Review Press, 2008) and is an accomplished and frequent keynote speaker.Graham WallerÃ¢âÂ• is a Vice President and Analyst in GartnerÃ¢âÂ•s Digital Business Leadership research team. Mr. Waller works primarily with CIOs and executive-level digital leaders with emphasis on contemporary leadership

and realizing business value via technology. He is a coauthor of the "The CIO Edge: Seven Leadership Skills You Need to Drive Results" (Harvard Business Review Press, 2010). Waller is also coauthor of Gartner's 2014 CIO Agenda: "Taming the Digital Dragon" and the 2015 CIO Agenda: "Flipping to Digital Leadership." Additionally, he serves as faculty member on Gartner's CIO Academy and is a sought after speaker.

The first chapter sold me on this book. The individual examples from various industries, in particular, healthcare, proved this book was more than just self-help hype. Topics include remapping your industry, remodeling your enterprise, and remaking yourself. As Raskino and Gartner promise, it seems everything is being digitally remastered. I appreciate the blend of stories with no-nonsense advice. For example, risk-takings, or rather risk thinking. The authors are definitive in their statements about digital enterprises taking substantial risks when it comes to technology. That doesn't mean companies rush out for the latest and greatest tech (like huge 12-inch digital disks back in the 80s). Their practical advice shows companies how to stay ahead of the digital curve without becoming slaves to latest-greatest mentality or entrenched thinking. Much of what they suggest is easier said than done (like becoming a clarifier), but at least the blueprint is there for us to engage.

This was my second summer reading book about the digital industrial revolution. This book is no doubt worth every cent I have paid. In my humble opinion, it must be read by business leaders and those who are looking for a successful career in digital industry. I will not exclude gov and policy makers or economists in both technology savvy and developing countries nor I would exclude young and new starters who must be very aware of the digital Titans out there waiting for the next new venture and business disrupted to be acquired. To those and many many more, I recommend "Digital to the core" as a must read. I really liked the "actionable takeaways" section that followed each chapter. It is no doubt a summary that every business leader would like to keep handy whenever she or he would like to have a quick refresher of the must do to be a better digital leader hence for that and more I granted cinque stella :)

Raskino and Waller are able to contextualize, articulate and provide guidance on the seminal topic transforming business today, that is digital transformation. I highly encourage this concise strong book to anyone.

Love this book. Its perhaps the best primer if you want to understand what the whole Digital Business Transformation is all about. I never tire of recommending this when I present or teach Digital. Awesome job by the Gartner Researchers who wrote this

Excellent book ! Helped clarify a lot of concepts ... written for the C-suite ... but probably more relevant to middle management as well

Well researched With a vast amount of good practical examples. Across different industries many hints what leadership skills are needed

Gartner makes the case that every company is a technology company and provides a solid roadmap for how leaders and organizations should transition to a digital model.

It's a must reading book if you want to learn more about Digital Transformation.

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