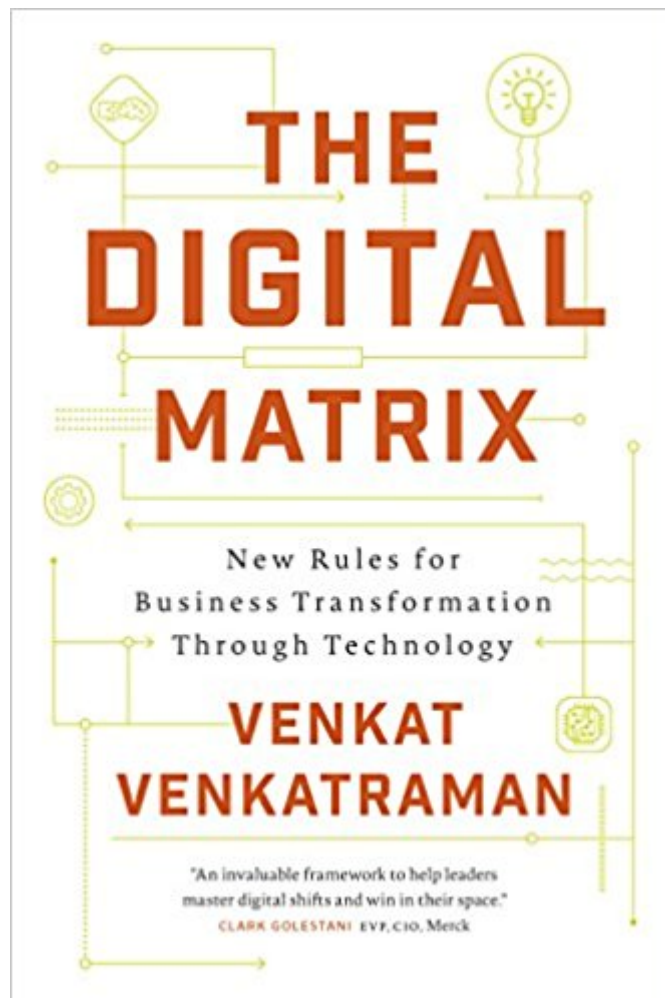The book was found

The Digital Matrix: New Rules For Business Transformation Through Technology

Synopsis

Is your business ready to win in the digital futureÃ¢â ¬â ¢or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the wayÃ¢â ¬â ¢what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your companyÃ¢â ¬â„¢s success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your companyÃ¢â ¬â„¢s human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

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Customer Reviews

"Venkat Venkatraman has created an essential new model for digital business strategy in the age of cognitive systems and artificial intelligence Ã¢â¬â œ at once simple, pragmatic and quietly groundbreaking. Although written for incumbents in traditional industries, The Digital Matrix will, I believe, prove invaluable for all leaders, whether of established institutions or born-on-the-cloud startups. It is nothing less than a roadmap for the next era of business transformation."— Ginni Rometty, Chairman, President and CEO, IBM Ã¢â¬Å"This timely book reveals how you can shape your business strategy around the global trend of digitization not only to survive but to prosper.Ã¢â¬Å•— Sir Martin Sorrell CEO, WPP Ã¢â¬Å"An invaluable framework to help leaders master digital shifts and win in their space.Ã¢â¬Å• — Clark Golestani EVP, CIO, MerckÃ¢â¬Å"The Digital Matrix harnesses digitization powerfully and succinctly through a conceptual framework and real business examples. Professor Venkatraman has produced an extremely readable and insightful book.Ã¢â¬Å• — Michael S. Scott Morton Professor Emeritus, MIT Sloan School of ManagementÃ¢â¬Å"VenkatÃ¢â¬â„¢s book is super helpful to all of us working to drive change in an increasingly digital world.Ã¢â¬Å• — Mike Wright, Global CIO, McKinsey & CompanyÃ¢â¬Å"For any CXO executive, this book is a must-read. Professor Venkatraman brilliantly describes a practical step-by-step guide on how to transform a legacy company into a digital enterprise. An essential survival guide for todayÃ¢â¬â„¢s evolving digital economy.Ã¢â¬Å• — Alejandro Martinez, Senior VP and CIO, QuintilesÃ¢â¬Å"A refreshing read from a scholar who has been at the forefront of strategy and digital technology for over two decades.Ã¢â¬Å• — Ranjay Gulati, Professor, Harvard Business School, author, Reorganize for ResilienceÃ¢â¬Å"No firm, no industry and no market is immune from the transformative forces that disrupt the practices of the past, and we may have no better guide through these forces than Professor Venkatraman. No enterprise leader should be without this useful guide.Ã¢â¬Å• — Benn Konsynski, PhD, Professor, Emory UniversityÃ¢â¬Å"This book is definitely the best I have read dealing with the digital challenges and how to address them.Ã¢â¬Å• — Jo Guegan, Strategic IT Advisor, Former CTO and EVP of Canal+ Group, Former SVP, Capgemini ConsultingÃ¢â¬Å"Venkat Venkatraman enthralls with a sense of urgency and offers a practical and composed approach to assess threats and devise winning and competitive strategies.Ã¢â¬Å• — Don Bulmer, VP, Gartner; Former VP, Shell, SAPÃ¢â¬Å"This book contains invaluable insights and should be required reading for executives to step beyond their industry boundaries. I canÃ¢â¬â„¢t wait to apply these ideas in practice.Ã¢â¬Å• — Georges Edourad, Dias Co-founder and CSO, Quantstreams, Former CDO, LÃ¢â¬â„¢Oreal ParisÃ¢â¬Å"The Digital

Matrix captures the different challenges and opportunities of pursuing a disruptive digital strategy for a traditional business. All leaders must be aware of how digital can transform their organization if they want to thrive in this new era.— Tim Theriault, Former Global CIO, Walgreens Boots Alliance, Former President of Corporate and Institutional Services, Northern Trust"The Digital Matrix provides a framework for participation, learning, and building relationships across all phases of transformation. No longer just in the realm of innovation, the practical application of this framework needs to be an active and present part of corporate planning processes.— Jim Ciriello, AVP, IT Planning & Innovation, Merck"The Digital Matrix offers compelling insight into why traditional organizations should embrace digitization and stay vigilant to the signals at the periphery.— Mahesh Amalean, Chair, Co-founder, MAS Holdings"To Venkatraman, Facebook and Tesla are not traditional companies bound by product boundaries or SIC codes; they adapt digital tools to solve problems. This book gives you a strategy roadmap to stand alongside such problem solvers, to anticipate their next move, to compete against them. Without it, you risk being wiped out by them.— Bhaskar Chakravorti, Senior Associate Dean, International Business & Finance, The Fletcher School at Tufts University, author, The Slow Pace of Fast Change"The Digital Matrix is not just another descriptive or speculative account about future technologies and their predicted impacts'it is the definitive guide to becoming a proactive player in the new digitally meditated economy. This book will survive the passage of time.— Ben M. Bensaou, Professor, INSEAD, Fontainebleau"The Digital Matrix should be read as a clarion call to executives and board members. For the new wave of leaders, this book will be a go-to guide.— Rick Chavez, Partner, Digital Practice, Oliver Wyman"No silver bullets, no killer apps. Instead, Venkatraman provides a brilliant exposition on the perfect storm of digital technologies that will severely test the leaders of every organization, and a framework for analysis and action to help us survive and thrive in the coming decade.— Brinley N. Platts, Chairman, CIO Development"Venkatraman is a brilliant thought leader in the area of digital business strategy. This book will definitely turbocharge your digital future!— Omar El Sawy, Chaired Professor, USC Marshall School of Business"This is an important and timely book. With deep familiarity, clear examples and nuance, Professor Venkatraman offers a much needed, sophisticated roadmap for incumbent firms to leverage digitization and thereby prosper in our new competitive era.— Mel Horwitch, University Professor and Former Dean, CEU Business Administration"The Digital Matrix is a wake-up call for any business intersecting with the digital world. Health care leaders need to heed this call and consider how they must lead in

the increasingly digital world.Ã¢â ¬Â• — Chris Newell, Psy.D, Director, Learning and Development, Boston ChildrenÃ¢â ¬â„¢s HospitalÃ¢â ¬Å"Understanding these insights is essential if we are to clearly see the challenges and opportunities created by the digital revolution. Venkat Venkatraman challenges our conventional thinking and encourages us to become transformational leaders in our own fields of endeavor.Ã¢â ¬Â• — Mike Lawson, Professor Emeritus, Boston University Questrom School of BusinessÃ¢â ¬Å"Venkatraman perfectly blends academic and consultant into one clear roadmap for leading change, enabling leaders to act immediately after putting the book down.Ã¢â ¬Â• — Steve Newman, Former Director, Executive Programs at EricssonÃ¢â ¬Å"The Digital Matrix is a brilliant window into digital strategy, with practical insights that blend academic theory and the practice of management in a way that only Venkatraman can deliver.Ã¢â ¬Â• — John C. Henderson, Professor Emeritus, Boston University Questrom School of BusinessÃ¢â ¬Å"This book is a powerful guide to the most important change to management of the last centuryÃ¢â ¬â ¢the digital transformation of every organization. It offers a practical vision of what it will take not only to adapt to the networked society, but to lead it. An enlightening book and a terrific read!Ã¢â ¬Â• — Richard Leider, bestselling author, The Power of Purpose

Venkat Venkatraman is the David J. McGrath Jr Professor of Management and past Department Chair at the Boston University Questrom School of Business. He has previously taught at MIT Sloan School of Management and London Business School. His research, teaching, and consulting lie at the interface between strategic management and digital technology.

Venkat Venkatraman has written a very powerful book about how to compete in the digital world. The concepts and frameworks with real examples is a highly-recommended reading for all managers. His book is not a short list of 5, 6 or 7 things to do to succeed with digital transformation, but clear insights for how to shape your strategy and drive the digital business transformation. VenkatÃƒÂ¢Ã â ¬Ã â„¢s book is a very helpful tool if you want to succeed in the digital future.

Venkatraman is able to eloquently describe how companies can think of digital transformations and approach the endeavor of participating or orchestrating ecosystems around their products, platforms, services and solutions. The Digital Matrix framework is a spot-on perspective on how to decide the strategy a company should take around technology impact and digital discovery. I believe these topics will continue to gather relevance as technology capabilities and innovations

percolate in all business areas and get weaved into traditional products during the next decade.

With everything that's happening in today's world relative to digital technologies, I often feel overwhelmed and at a loss of what decisions to make. This book provides a great framework that I can use to figure out digital technology strategies and how to compete with the digital giants and new startup threats. The examples are also quite entertaining and appeal to my inner nerd as well as my business needs.

A guide for changing your company, it shows you all the way to develop the digital matrix in your organization and the way to think about it

A really good framework for understanding digital transformation and how different types of businesses are affected by it. The book sees beyond specific technologies and hype, making many relevant examples along the way. I highly recommend this book.

Good review of how to succeed in the new digital world. I like how he suggests not just creating a list of initiatives, but differentiating between experimentation, collision and reinvention

The books it's aFantastic pieces of thoughts, great insides and wonderful tools needed on a Digital journey! Thank you Mr Venkatraman.

The book is very good to know the follow steps to advance to one digital bank. The perspective Bank of the Future

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