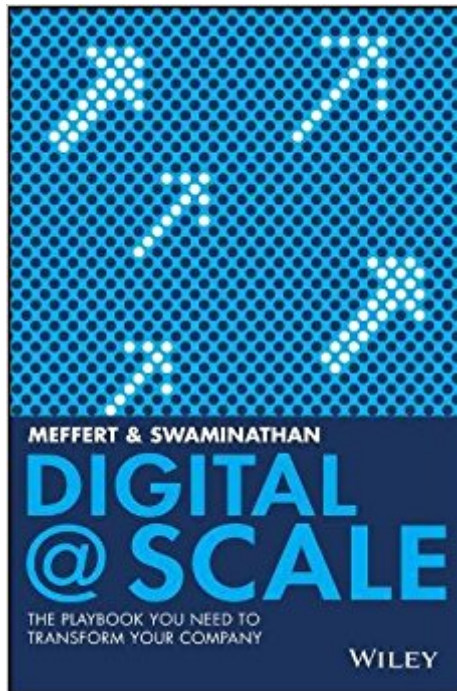




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Digital @ Scale: The Playbook You Need To Transform Your Company



Synopsis

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. Digital@Scale 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 and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—•at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

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Praise for Digital@Scale "The digital transformation IS changing every business, so get on board. Digital@Scale gives you the playbook on how to unlock the full value of digital across the organization." — Chip Bergh, president and CEO, Levi Strauss & Co. "The authors have successfully captured the essence of what it takes to become a successful digital organization by using a range of different digital transformation examples across industries." — Ryan McInerney, president of Visa, Inc. "This book is a practical guide for senior executives on how successful digital

transformations need to get done to deliver impact at scale." **Ãfâ** Gokul Rajaram, head of product engineering at Square and 'Godfather' of AdSense at Google "Digital transformation in any organization requires a holistic change to capture the opportunities new technologies enable. This book illustrates how to envision, motivate, and successfully drive this type of change at scale."
Ãfâ Adam Messinger, former chief technology officer at Twitter

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Great practical overview of the "how" of digital transformations.

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