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# eBook - Decisively Digital: From Creating a Culture to Designing Strategy

By Alexander Loth

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## Description

Decisively Digital explores how companies can thrive in a digital world by creating a digital culture, leveraging big data, cloud computing, AI, blockchain, and process automation to transform business strategies and operations. Packed with expert insights and real-world examples, it guides executives in unlocking new technological capabilities for competitive advantage.

## About the Author

### Alexander Loth

Alexander Loth is a digital strategist with a background in computational nuclear research, executive advisor at Microsoft, and co-founder of fintech advisory Futura Analytics.

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