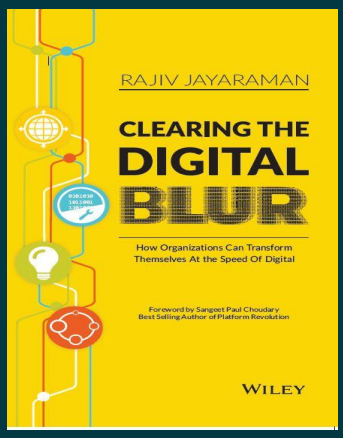
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Clearing The Digital Blur: How Organizations Can Transform Themselves At the Speed of Digital

By Rajiv Jayaraman

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Description

What do Google, Amazon, Facebook and Alibaba have in common? Collectively referred to as “GAFA”, these companies represent a new breed of competitors who are disrupting one industry after another using a playbook that most incumbent companies fail to understand. This book will help you understand how these digital born organizations look at the world around them, and more importantly, help you transform your own organization to compete and ultimately, thrive in the digital age. With management playbooks from the industrial age offering very little meaningful guidance, we need a fresh perspective to respond to the digital challenge. Clearing the Digital BLUR fills the gap by providing a guidebook for leaders and managers to leapfrog into the digital world, supported by a modern approach to strategy, execution, leadership and culture.

About the Author

Rajiv Jayaraman

A TEDx speaker and a thought leader in the space of digital transformation and learning, Rajiv has keen interest in the psychology and business of learning, design and digital. As the Founder-CEO of KNOLSKAPE , a global talent transformation company, he works with CXOs and senior leaders of leading organizations to help them transform talent for the digital age. An alumnus of INSEAD and BITS, Pilani, Rajiv has been widely quoted and featured in The Economic Times, Business Standard, Live Mint, CNBC Young Turks, ET Now.

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