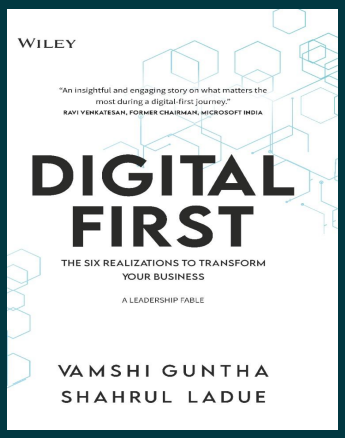
WILEY



Digital First: The Six Realizations To Transform Your Business

By Vamshi Guntha, Shahrul Ladue

Paperback 9789354642531 **₹907.00**

Pages: 300

Description

This book has two main purposes: to share the six digital-first realizations and to provide a playbook that will enable leaders to unlock value from the transformation journey. These realizations are written in a business fable format for two reasons. The first is to make the content as close to real-world experiences so everyone can absorb the nuances of transformation. It tells the story of Neo Ray, a Chief Digital Officer who takes on the challenge of putting Fitness First Inc. on a digital-first trajectory in one year.

About the Author

Vamshi Guntha, Shahrul Ladue

Vamshi Guntha is the Founder and CEO of Propl Inventions, a firm dedicated to making organizations digital-first. Vamshi’s passion for transforming businesses is reflected in his writing, speaking

Table of Contents

- The World Upside Down
- Bracing for Impact
- Win Sometimes Lose Sometimes
- Drinking From the Fire Hose
- Transforming at Scale
- The Finale

To purchase this product, please visit:
https://www.wileyindia.com/digital-first-the-six-realizations-to-transform-your-business.html

Scan to buy