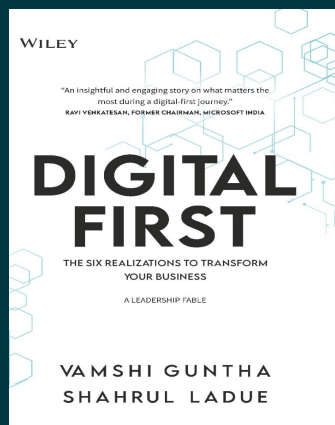




Digital First: The Six Realizations To Transform Your Business

By Vamshi Guntha, Shahrul Ladue

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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

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