The Digital Matrix: New Rules for Business Transformation Through Technology

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Is your business ready to win in the digital future?or destined to be disrupted?
Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way?what is yours doing?
The Digital Matrix will help you understand the **three types of players** that are shaping the new business landscape; the **three phases of transformation** that every firm will encounter on its journey to business reinvention; and the **three winning moves** that will ensure your company's success along the way.

- Learn to navigate the world of digital ecosystems.
- Discover ways of competing and collaborating with other companies to create and capture value.
- Realize how powerful machines can amplify your company's human talent.
- Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future.

The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, *The Digital Matrix* shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation.
Your company's future depends on its ability to harness digital technology. Don't wait!

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