



Driving Digital Strategy: A Guide to Reimagining Your Business

Sunil Gupta

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Digital transformation is no longer news--it's a necessity.

Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways.

The *New York Times*, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead.

For over a decade, Gupta has studied digital transformation at *Fortune* 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way.

Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

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Annarella says

A very good and helpful book that help to understand how successful design strategies worked and help you to understand how they could be applied.

Highly recommended.

Many thanks to Harvard Business Review Press and Netgalley for this ARC

Lucas Brandl says

There were very few revelations in this book. The target audience seems to be executives who have not read a business article in ten years. There were some occasionally interesting anecdotes about projects that companies have done, but I spent most of the book checking how many pages were left.
