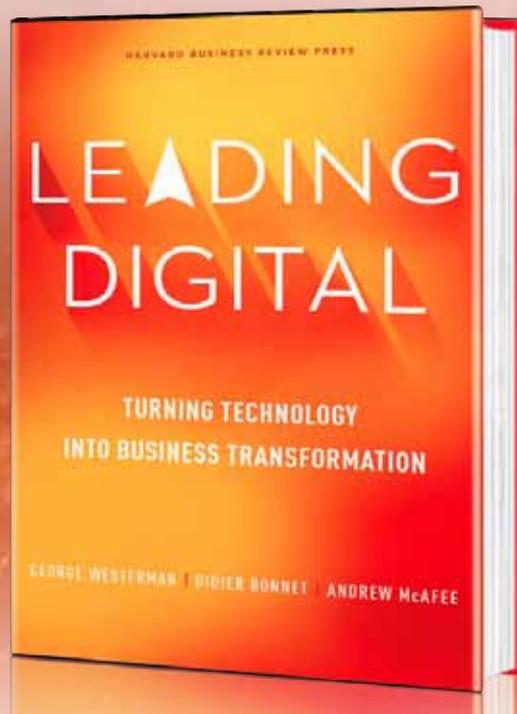


Management Summary **LEADING DIGITAL** Turning Technology into Business Transformation



We tend to think of the phrase “going digital” as only being relevant in industries like tech, media, and entertainment- and only in regions like Silicon Valley. But what about the other 90-plus percent of the economy - businesses like manufacturing, pharmaceuticals, financial services, etc., and in areas around the world?

In the new book **LEADING DIGITAL: Turning Technology into Business Transformation** (October, 2014), George Westerman, Didier Bonnet, and Andrew McAfee introduce “digital masters” - companies that use digital technologies to drive significantly higher levels of profit, productivity, and performance. While these companies are rare, say the authors - they do exist, and other companies can develop the capabilities to become digital masters themselves.

While most “digital” books focus on digitally native companies to demonstrate success - Leading Digital focuses on how large companies in traditional industries are using digital to gain strategic advantage. They argue that digital masters excel at two essential capabilities: They build digital capabilities by rethinking and improving their business processes, their customer engagements, and their business models. And they build strong leadership capabilities to envision and drive transformation.

Why Digital Transformation is the future

Westerman and McAfee - both of MIT, and Bonnet of Capgemini Consulting, illuminate the principles and practices that lead to successful digital transformation. Based on their study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the authors explain successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Executives will learn:

- How to engage better with customers.
- How to digitally enhance operations.
- How to create a digital vision.
- How to govern digital activities.

Regardless of industry or geography, businesses will become much more digitized in the future. Leading Digital provides a playbook for leaders serious about making the transformation. I hope you will consider this book for review or feature attention.

About the authors

George Westerman is a Research Scientist at the MIT Sloan Center for Digital Business and faculty chair for Sloan's highly-rated executive education course "Essential IT for Non-IT Executives".

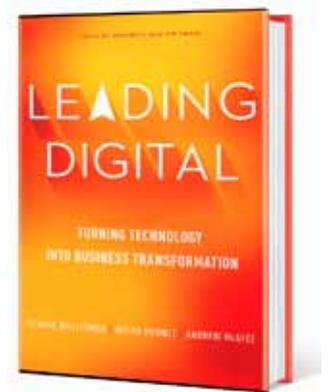
Didier Bonnet is a Senior Vice-President at Capgemini Consulting. He has written numerous articles and is frequently quoted in the press, including the Wall Street Journal, Financial Times, and The Economist.

Andrew McAfee is a Principal Research Scientist at the MIT Sloan Center for Digital Business. He has also held appointments on the faculty of Harvard Business School and as a fellow at Harvard's Berkman Center for Internet and Society.

More information

Register for a free chapter, watch a video or read more on the book leading digital please go to www.nl.capgemini-consulting.com/leadingdigital

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