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much more than
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argues that “ digital
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about updating your
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Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, *The Digital Transformation Playbook* shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Full

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He is the author of four books, including his best-selling book “ The Digital Transformation Playbook: Rethink Your Business for the Digital Age, ” published in 9 languages.

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