



## Competitive Digital Innovation

**Transforming Products, Processes and Business Models to Win in the Digital Economy**

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### Details

Innovative digital technologies are forcing companies to rethink how they compete. The focus of digital innovation in business has shifted from internal transformation within firms to their market interface and ecosystems. While opportunities for innovation in internal operations are well established, it's less clear how to leverage technology at the market interface. This often has strategic implications, and the goal of this book is help you connect digital innovation to business strategy.

By understanding how to leverage digital technologies, you can redefine your market-facing business processes, your products, services and even your business models and stay competitive in today's hybrid markets. This book provides a coherent and comprehensive approach to not just survive but rather thrive in the 21st Century global marketplace.

With global, real-world examples and original frameworks, this is an ideal book for executives and anyone who wants to understand digital strategy. Highly practical but infused with rigorous research, it shows you how your business can use digital technologies to compete in today's hybrid markets.