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George Westerman, Didier Bonnet, Andrew McAfee. Become a Digital Master No Matter What Business You're In If you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment think again. In fact, mobile, analytics, social media, sensors ...

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George Westerman, Didier Bonnet,

Andrew McAfee: Edition: illustrated:

Publisher: Harvard Business Press, 2014:

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In "Leading Digital," authors George
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Title: Leading Digital: Turning

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Author(s): Release date: October 2014;

Publisher(s): Harvard Business Review

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In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage.

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