



Digital Transformation: A Model to Master Digital Disruption

Jo Caudron, Dado Van Peteghem

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Digital has fundamentally impacted our lives as well as the way we operate our businesses. Big tech players like Google, Amazon, Facebook and Apple are changing the rules of the game, while challengers like Uber, Tesla, Airbnb and Spotify disrupt one industry after the other.

Disruption is happening so fast we believe that the time is now to transform your business into the digital age.

This book is a guide for anticipating the change and converting digital threats into business opportunities. It helps you understand the impact of digital disruption and offers a model to shape your own future.

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