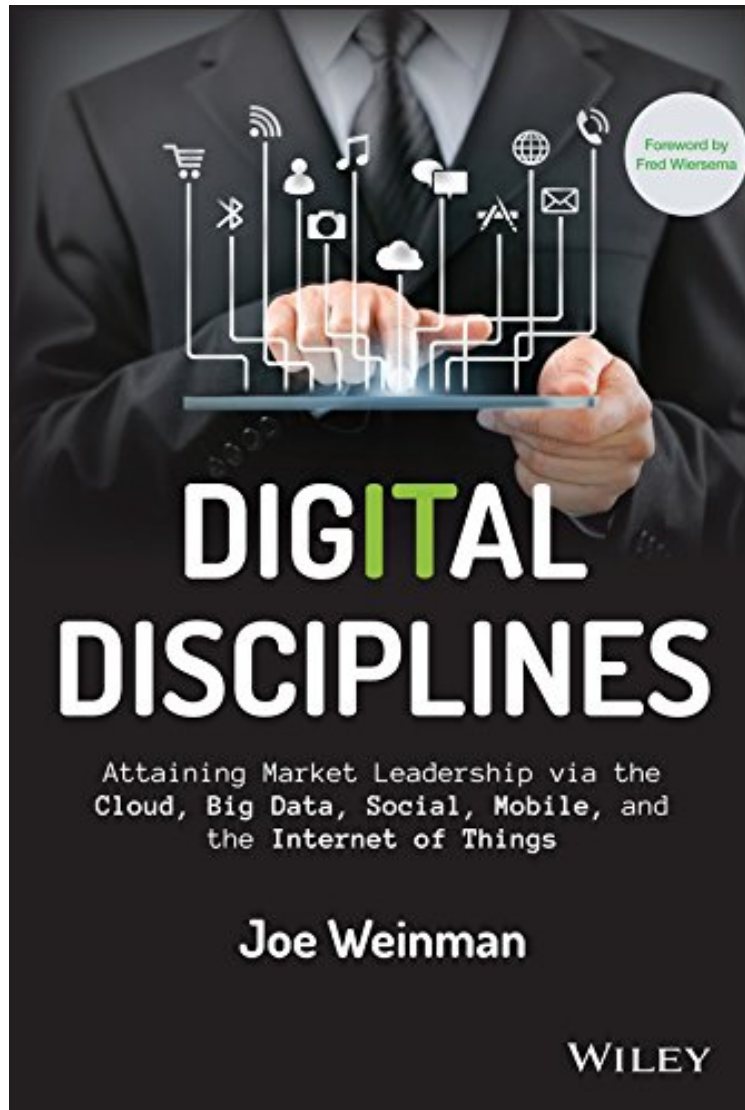


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## Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things (Wiley CIO)

Joe Weinman

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**Joe Weinman : Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things (Wiley CIO)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things (Wiley CIO):

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Michael GreenGold 10.02.2017 Information Update to 08.17.2015 Available 08.17.2015 "DIGITAL DISCIPLINES : Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things" from Author, IT Expert, etc. Joe Weinman ( Twitter @JoeWeinman )( DIGITAL DISCIPLINES, A Part of Wiley CIO Series) Is An Excellent, Information-Rich Book Of 7+Parts, 21 Chapters, 375+ Pages. Foreword From Fred Wiersema Preface From Joe Weinman Initial Development Four Value Disciplines to Digital Disciplines, Strategic Supremacy 1. Information Excellence. 2. Solution Leadership. 3. Collective Intimacy. 4. Accelerated Innovation. 5. Successful Execution "DIGITAL DISCIPLINES" builds from this starting point to an INDEX Conclusion within a Chapter 21 Finish titled "Looking Forward", Dated 08.17.2015. REVIEWER This Book was a Worthy Investment to me for what In that I had acquired it for Myself 10.02.2017 for Michael GreenGold, A CIO Information Technology ( IT ) Professional, For My Required Information Update to 08.17.2015!!!...1 of 1 people found the following review helpful. In my strategic consulting practice in the 90's I used ...By Fred A. Baumer, Ph.D.In my strategic consulting practice in the 90's I used Michael Treacy and Fred Wiersma's The Discipline of Market Leaders to help organizations clarify their strategies to achieve market dominance. Digital Disciplines builds upon Treacy and Wiersma's model, demonstrating how the digital revolution can maximize profitability. Joe Weinman writes in a clear, compelling style that keeps both the IT professional and business leader engaged. His examples and case studies demonstrate how selected companies have migrated from "organizational excellence" to "informational excellence," from "product leadership" to "solution leadership" and from "customer intimacy" to "collective intimacy," innovating through the use of digital technologies. This book becomes a staple for those guiding their organizations in strategic planning to take advantage of the digital revolution that has changed the game in the first two decades of the 21st century.1 of 1 people found the following review helpful. Read it. Be enlightened or don't talk to me.By TGNOW, I have read both. And I learned. For the last year or two I've been gracing clients and suppliers with a copy of what many consider the baseline for understanding new technologies and economic drivers. I have urged them to understand the hype and reality of cloud, so I can have an enlightened conversation with them, rather than drivel. I am most excited that he comes from dozens of years of experience with big telco and now gets to tell the new story.Each book clearly illustrates the strategic impact of IT, and lays out both straightforward and subtle strategies and tactical mechanisms our industry must embrace. I have seen Joe speak and his insight has guided many economic decisions throughout the thought leader and buying community. Save a tree. Buy the kindle version.

Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, and Uber, established firms such as Burberry, GE, Nike, and Procter Gamble, and lesser-known innovators such as Alvio, Fruition Sciences, Opower, and Quirky. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline of Market Leaders. Operational excellence must now be complemented by information excellenc—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, seamlessly fuse digital and physical worlds, and generate new revenue through techniques such as exhaust data monetization Product leadership must be extended to solution leadership—smart digital products and services ranging from wind turbines and wearables to connected healthcare, linked to each other, cloud services, social networks, and partner ecosystems, focused on customer outcomes and creating experiences and transformations Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide individually targeted recommendations and personalized services ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, innovation networks, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework, empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. It addresses improved execution through techniques such as gamification, and pitfalls to beware, including cybersecurity, privacy, and unintended consequences. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business through innovative, digitally enabled value propositions to win in competitive markets in today's digital era.

From the Inside FlapSuccess is more difficult to achieve than ever in today's turbulent, hypercompetitive world where

customer demands are mounting relentlessly. However, technologies such as cloud computing, big data and analytics, social media, mobile and wireline networks, and the Internet of Things can be strategic enablers for thriving, market-leading companies, or existential threats if competitors utilize them first. In *Digital Disciplines*, Joe Weinman, the leading authority on cloud economics and business value, helps both the technical and non-technical leader—chief executive, marketing, financial, information, digital, or innovation officer—and their teams not only understand, but exploit these critical digital technologies to achieve and maintain competitive advantage, using a framework that is not only practical, but immediately applicable to virtually any firm in any industry, whether serving consumers or businesses. He argues that digital technologies do not just enhance efficiencies, reduce costs, and increase productivity; their true value lies in creating market-leading strategies that deliver unparalleled customer value. *Digital Disciplines* is richly illustrated with detailed case studies from high-tech innovators such as , Apple, Facebook, Google, Netflix, and Uber, as well as longstanding blue chips such as Burberry, General Electric, Nike, and Procter Gamble, and lesser known innovators such as Alvio, Fruition Sciences, and Opower. *Digital Disciplines* comprehensively delineates blueprints for four generic strategies to attain competitive advantage, marketplace success, and strong financials while creating unique customer value: Information excellence complements operational excellence to not only drive process and resource efficiencies and advantage, but to create seamless digital-physical experiences for customers, respond in real-time to shifting conditions, and drive additional revenue by monetizing process data. Solution leadership connects smart, digital products and services to the cloud, social media, communities, and an infinitely extensible ecosystem, transforming a one-time sale into an ongoing relationship and subscription, services, and support revenues, and enabling customer experiences and transformations focused on customer outcomes. Collective intimacy transcends customer intimacy, leveraging big data analytics across all customers to not just create marketing insights, but to deliver better targeted, personalized services and recommendations to each customer, ranging from upsell/cross-sell to maximizing relevance and results, such as with patient-specific therapies. Accelerated innovation takes open innovation to an entirely new level, through challenges, crowdsourcing, crowdfunding, idea markets, and innovation networks, enabling companies to collaborate and innovate with greater agility and higher quality results, yet with the financial advantages of contest economics. These four proven strategies expand on and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic *The Discipline of Market Leaders*. Comprehensive in scope and written in accessible terms, this essential resource integrates a strategic framework, illustrative case studies, deep insights, and practical steps for any enterprise that wants to win in today's digital era. *Digital Disciplines* also addresses the secrets and challenges of successful execution, including human motivation and gamification, cybersecurity and privacy, strategic alignment, and unintended consequences. *Digital Disciplines* illuminates the complex array of current and emerging digital technologies that are shaping and transforming the ways companies create better customer value and attain market leadership.

**From the Back Cover**  
**Praise for DIGITAL DISCIPLINES** "Eye-opening, especially in terms of the multitude of possibilities it covers that are worthwhile exploring, and the dangers that could befall those who do not fully appreciate the necessities of the digital era." —Fred Wiersema, Customer Strategist and Chair, B2B Leadership Board, Institute for the Study of Business Markets at Penn State; co-author of the top-selling *The Discipline of Market Leaders* "Be forewarned—if you pick up this book, your digital marketplace will never be the same again. Be prepared for an avalanche of business coming your way!" —Arun Pudur, Group President, Celframe Pudur Group of Companies, named Asia's wealthiest under-40 entrepreneur "A guide for business people wanting to proactively develop the digital disciplines required to transform their organization in hypercompetitive environments." —William Ruh, Vice President, GE Software "Joe Weinman knows better than almost anyone else where we are headed." —Hossein Eslambolchi, CEO, CyberFlow Analytics, Former President and CEO of ATT Labs, ATT CIO, and ATT CTO "The marriage of cloud and business strategy has never been explained better." —Tim Horan, Managing Director and Senior Analyst, Oppenheimer Co. "A timely resource for the latest ways your organization can use emerging technologies to reengineer your processes and deliver more customer value." —Brad Power, Analyst and Harvard Business contributor "Very few people understand information technology—much less know how to convey that knowledge—the way Joe Weinman does." —Barb Darrow, Fortune "I don't know anyone who can bring together business and technology in such an illuminating and entertaining way as Joe Weinman." —Ray Le Maistre, Editor-in-Chief, Light Reading "Meticulously researched, well argued and witty, this book will be compelling for business executives, academics, and anyone who wants to understand how technology is transforming the economy and the world." —Mike Dover, Co-author, Wikibrands: Reinventing Your Company in a Customer-Driven Marketplace

**About the Author**  
**JOE WEINMAN** is considered the leading global authority on cloud economics, and is the author of *Cloudonomics: The Business Value of Cloud Computing* from Wiley. He is the cloud economics editor for *IEEE Cloud Computing* magazine and a contributor to *Regulating the Cloud: Policy for Computing Infrastructure*. Weinman is an experienced senior executive with a career spanning RD, corporate strategy, product management, operations and engineering, and marketing and sales at

companies such as Bell Labs, ATT, and Hewlett-Packard.