

## Digital Vortex Imd

The innovation economy sets new standards for global business and requires efficient innovation management to plan, execute and evaluate innovation activities, establish innovation capability and coordinate resources and capacities for innovation on an intra- and inter-organizational level. Communication has become a critical factor underpinning successful innovation. As a new communication field, innovation communication facilitates the successful launches of new products and services, the establishment of stakeholder relationships, and the strengthening of corporate reputation in the long-run. Consequently, firms today need to develop a strong portfolio of communication tools as an integral part of their strategic innovation management activities. This new edition mainly concentrates on emerging approaches and methods for integrating communication as part of strategic innovation management. A key theme is the provision of an integrated perspective to bridge the gap between innovation management and communication management at both strategic and operational levels. This book makes an important contribution to this evolving academic domain by providing multiple perspectives on the latest research on innovation communication and strategic open innovation. It also provides guidance for managers seeking to understand the diverse ways by which they can leverage communication to support successful innovation.

Digital Vortex How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game Dbt Center Press

The proliferation of entrepreneurship, technological and business innovations, emerging social trends and lifestyles, employment patterns, and other developments in the global context involve creative destruction that transcends geographic and political boundaries and economic sectors and industries. This creates a need for an interdisciplinary exploration of disruptive technologies, their impacts, and their implications for various stakeholders widely ranging from government agencies to major corporations to consumer groups and individuals. Disruptive Technology: Concepts, Methodologies, Tools, and Applications is a vital reference source that examines innovation, imitation, and creative destruction as critical factors and agents of socio-economic growth and progress in the context of emerging challenges and opportunities for business development and strategic advantage. Highlighting a range of topics such as IT innovation, business strategy, and sustainability, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, academicians, and researchers interested in strategic decision making using innovations and competitiveness.

Traction. Startups Need It. Learn How To Get It. Vision, groundbreaking ideas, total commitment, and boundless enthusiasm characterize most startups, but they require capital to go from promising product to scalable business. More than 80 percent of all early-stage startups fail. Most of them can build a product, but

the vast majority stumble when it comes time to take those products to market due to poor “market engineering” skills. Traversing the Traction Gap exposes the reasons behind that scary failure rate and provides a prescriptive how-to guide, focused specifically on market engineering techniques, so startups can succeed. The go-to-market hurdle is insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity. Traversing the Traction Gap is a practical guidebook for navigating the tumultuous early life of a startup. Based on real-life examples, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed.

Systems of record (SORs) are engines that generates value for your business. Systems of engagement (SOE) are always evolving and generating new customer-centric experiences and new opportunities to capitalize on the value in the systems of record. The highest value is gained when systems of record and systems of engagement are brought together to deliver insight. Systems of insight (SOI) monitor and analyze what is going on with various behaviors in the systems of engagement and information being stored or transacted in the systems of record. SOIs seek new opportunities, risks, and operational behavior that needs to be reported or have action taken to optimize business outcomes. Systems of insight are at the core of the Digital Experience, which tries to derive insights from the enormous amount of data generated by automated processes and customer interactions. Systems of Insight can also provide the ability to apply analytics and rules to real-time data as it flows within, throughout, and beyond the enterprise (applications, databases, mobile, social, Internet of Things) to gain the wanted insight. Deriving this insight is a key step toward being able to make the best decisions and take the most appropriate actions. Examples of such actions are to improve the number of satisfied clients, identify clients at risk of leaving and incentivize them to stay loyal, identify patterns of risk or fraudulent behavior and take action to minimize it as early as possible, and detect patterns of behavior in operational systems and transportation that lead to failures, delays, and maintenance and take early action to minimize risks and costs. IBM® Operational Decision Manager is a decision management platform that provides capabilities that support both event-driven insight patterns, and business-rule-driven scenarios. It also can easily be used in combination with other IBM Analytics solutions, as the detailed examples will show. IBM Operational Decision Manager Advanced, along with complementary IBM software offerings that also provide capability for systems of insight, provides a way to deliver the greatest value to your customers and your business. IBM Operational Decision Manager Advanced brings together data from different sources to recognize meaningful trends and patterns. It empowers business users to define, manage, and automate repeatable operational decisions. As a result, organizations can create

and shape customer-centric business moments. This IBM Redbooks® publication explains the key concepts of systems of insight and how to implement a system of insight solution with examples. It is intended for IT architects and professionals who are responsible for implementing a systems of insights solution requiring event-based context pattern detection and deterministic decision services to enhance other analytics solution components with IBM Operational Decision Manager Advanced.

This book contains 12 chapters divided into two sections. Section 1 is "Drosophila - Model for Genetics." It covers introduction, chromosomal polymorphism, polytene chromosomes, chromosomal inversion, chromosomal evolution, cell cycle regulators in meiosis and nongenetic transgenerational inheritance in Drosophila. It also includes ecological genetics, wild-type strains, morphometric analysis, cytostatics, frequencies of early and late embryonic lethals (EEL and LEL) and mosaic imaginal discs of Drosophila for genetic analysis in biomedical research. Section 2 is "Drosophila - Model for Therapeutics." It explains Drosophila as model for human diseases, neurodegeneration, heart-kidney metabolic disorders, cancer, pathophysiology of Parkinson's disease, dopamine, neuroprotective therapeutics, mitochondrial dysfunction and translational research. It also covers Drosophila role in ubiquitin-carboxyl-terminal hydrolase-L1 (UCH-L1) protein, eye development, anti-dUCH antibody, neuropathy target esterase (NTE), organophosphorous compound-induced delayed neuropathy (OPIDN) and hereditary spastic paraplegia (HSP). It also includes substrate specificities, kinetic parameters of recombinant glutathione S-transferases E6 and E7 (DmGST E6 and DmGST E7), detoxification and insecticidal resistance and antiviral immunity in Drosophila.

As we all know, weather radar came into existence during the Second World War when aircraft detection radars had their vision limited by echoes from rain bearing clouds. What was often considered to be of nuisance value by the air force personnel trying to locate enemy aircraft was seen as an opportunity by the weather men. Thus adversity in one field was converted into an opportunity in another. Since then weather radar has found myriad applications with the increased sophistication of technology and processing systems. It has now become an indispensable tool for the operational forecasters, cloud physicists and atmospheric scientists. The current generation radar is but a distant echo of the radars of the 1940s. As a result, its operation and maintenance have become very complex, like the technology it uses. Therefore, there is a definite requirement of focussing our special attention not only on the science of radar meteorology but also on its operational aspects. The present book, as pointed out by the author, attempts to fill this gap. The author has presented the subject with a balanced blend of science, technology and practice. The canvas is indeed very broad. Starting with the history of weather radar development the book goes on to discuss in a lucid style the physics of the atmosphere related to radar observation, radar technology, echo interpretation, different applications and

finally attempts to look into the future to indicate potential new opportunities in this field.

The Digital Supply Chain Challenge is a distillation of the authors' 50+ years of combined supply chain experience. Their insights and observations - captured in short articles and best-practice case studies - are brought together in one place for supply chain executives to consult at different times during their SCD voyage. Digital disruption: seemingly out of nowhere, startups and other tech-savvy disruptors attack. In Digital Vortex, you will learn how to use the business models and strategies of startups to your own advantage. Most importantly, you will learn how to build the agility to anticipate threats, sense opportunities, and seize them before your rivals do.

This edited collection explores how digitalization is changing the management of innovation, and the subsequent implications for the next phases in its development. The authors identify and examine relevant phenomena which are related to the ongoing digital breakthrough in the context of innovation management such as user innovation, crowd sourcing and crowd funding, as well as social media. In line with the constant globalization of innovation, the first volume of Revolution of Innovation Management offers a variety of international perspectives on these topics with illustrations and analysis coming from Asia, America, and Europe.

Are you at risk of being trapped in an uncompetitive business? Chances are the strategies that worked well for you even a few years ago no longer deliver the results you need. Dramatic changes in business have unearthed a major gap between traditional approaches to strategy and the way the real world works now. In short, strategy is stuck. Most leaders are using frameworks that were designed for a different era of business and based on a single dominant idea—that the purpose of strategy is to achieve a sustainable competitive advantage. Once the premise on which all strategies were built, this idea is increasingly irrelevant. Now, Columbia Business School professor and globally recognized strategy expert Rita Gunther McGrath argues that it's time to go beyond the very concept of sustainable competitive advantage. Instead, organizations need to forge a new path to winning: capturing opportunities fast, exploiting them decisively, and moving on even before they are exhausted. She shows how to do this with a new set of practices based on the notion of transient competitive advantage. This book serves as a new playbook for strategy, one based on updated assumptions about how the world works, and shows how some of the world's most successful companies use this method to compete and win today. Filled with compelling examples from “growth outlier” firms such as Fujifilm, Cognizant Technology Solutions, Infosys, Yahoo! Japan, and Atmos Energy, *The End of Competitive Advantage* is your guide to renewed success and profitable growth in an economy increasingly defined by transient advantage. A comprehensive, practical introduction to one of the most important new trends in manufacturing, globally The delivery of a service component as an added

value when providing products, servitization is all the rage in the manufacturing sector around the world. Yet, despite the clear competitive advantage of servitization, most manufacturers remain reluctant to venture into, what for them, is a strange new world. Written by a team of internationally respected servitization experts and innovators, this book provides you with a detailed road map for successfully navigating the servitization terrain. Unlike most authors on the subject who merely sing the praises of servitization, Baines and Lightfoot provide you with a framework for assessing the feasibility of adopting a services-led competitive strategy in your company, along with strategies for designing and implementing the kinds of service offerings customers increasingly are coming to expect. Grounded in real-world practice and supported by a wealth of up-to-the-minute research, this book helps ease the way for manufacturers considering adopting a servitization model Shows how to exploit your company's manufacturing competencies to build a strong servitization element without becoming "just another services company" Provides numerous illustrations and examples of services-led competitive strategies, with an emphasis on the advanced services most widely associated with servitization worldwide Packed with fascinating and instructive case studies from leading manufacturing firms across industry sectors, including Caterpillar, Rolls-Royce, Alstom, MAN, Xerox and others

Improve Your Business Results Through Organizational Project Management Organizational project management (OPM) aligns project deliverables with strategy. Understanding this emerging process is essential for all stakeholders, from the corporate sponsor to project team members. OPM is a valuable new tool that can enhance your organization's successful execution of projects in alignment with strategic priorities. Under the editorship of Rosemary Hossenlopp, PMP, ten contributors from around the globe, representing a wide variety of industries, offer valuable insights on how OPM can give any organization the competitive edge. They discuss how to • Improve business outcomes • Better align project work with strategies • Set priorities • Organize project work Whether you direct projects, fund projects, or conduct project work, Organizational Project Management: Linking Strategy and Projects is vital to your understanding of this emerging business discipline.

This handbook provides a comprehensive and unparalleled reference point for studying continuous business transformation. Asserting that change will be the new normal and highlighting the fact that business transformation can never be complete, this important resource is a tool for coping with ongoing change in order to become and stay resilient, the predominant concern of executives across industries. Containing case study material to illustrate issues and solutions, The Palgrave Handbook of Managing Continuous Business Transformation takes an interdisciplinary approach weaving together strategic concepts with real-life experiences, connecting human resource issues with shifts in information technology and linking customers with the businesses from which they buy.

Structured into four parts; transformational shifts, achieving customer centricity, dealing with new technology and leading the change, this handbook is crucial reading for academics, scholars and practitioners of business transformation. This book highlights lateral management as the answer to the strategic opportunities and challenges posed by digital transformation. Digitalization is now changing the economy and society as dramatically as the dawn of electrification a century ago. Production methods, products, sales structures, marketing, and even markets themselves are set to change in the digital era. In addition to introducing readers to the concept of lateral management, and detailing the structure and functioning of 'lateral companies', the authors show how leadership and cooperation norms carried over from the 20th century need to be adapted for the digital era. They demonstrate the opportunities that digitalization offers companies, employees and managers in terms of enhancing their freedom, individuality, job diversity, and creative and innovative power. The authors also provide a unique management instrument, the 'Lateral Culture Index®', which measures the hierarchies of leadership; provide new benchmarks; and identify seven essential factors for lateral companies. Readers will learn how to implement lateral management in their companies and be familiarized with the instruments that can help them do so.

This innovative edited collection explores digital business models (DBMs) in theory and practice to contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range of contexts and forms, which can be integrated in a number of ways, and aims to inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business model innovations (DBMI), the authors discuss the opportunities, challenges, technologies, implementation and value creation, customer and data protection processes of DBMs in different contexts.

The complete guide to transforming enterprise networks with Cisco DNA As networks become more complex and dynamic, organizations need better ways to manage and secure them. With the Cisco Digital Network Architecture, network operators can run entire network fabrics as a single, programmable system by defining rules that span their devices and move with their users. Using Cisco intent-based networking, you spend less time programming devices, managing configurations, and troubleshooting problems so you have more time for driving value from your network, your applications, and most of all, your users. This guide systematically introduces Cisco DNA, highlighting its business value propositions, design philosophy, tenets, blueprints, components, and solutions. Combining insider information with content previously scattered through multiple technical documents, it provides a single source for evaluation, planning, implementation, and operation. The authors bring together authoritative insights for multiple business and technical audiences. Senior executives will learn how DNA can help them drive digital transformation for competitive advantage. Technical decision-makers will discover powerful emerging solutions for

their specific needs. Architects will find essential recommendations, interdependencies, and caveats for planning deployments. Finally, network operators will learn how to use DNA Center's modern interface to streamline, automate, and improve virtually any network management task.

- Accelerate the digital transformation of your business by adopting an intent-based network architecture that is open, extensible, and programmable
- Integrate virtualization, automation, analytics, and cloud services to streamline operations and create new business opportunities
- Dive deep into hardware, software, and protocol innovations that lay the programmable infrastructure foundation for DNA
- Virtualize advanced network functions for fast, easy, and flexible deployments
- Translate business intent into device configurations and simplify, scale, and automate network operations using controllers
- Use analytics to tune performance, plan capacity, prevent threats, and simplify troubleshooting
- Learn how Software-Defined Access improves network flexibility, security, mobility, visibility, and performance
- Use DNA Assurance to track the health of clients, network devices, and applications to reveal hundreds of actionable insights
- See how DNA Application Policy supports granular application recognition and end-to-end treatment, for even encrypted applications
- Identify malware, ransomware, and other threats in encrypted traffic

A Volume of the Business Analysis Essential Library Series Learn how the business analyst works collaboratively with the project manager and other core team members to create plans that customize elicitation activities to the unique needs of the project. The author presents techniques used by successful business analysts and defines key business analysis terms. Examine the principles and practices for pragmatic, effective requirements elicitation and learn how to work collaboratively with project members and other core team members. Discover the steps necessary to create customized elicitation activities for the unique needs of each project.

Using real cases of food firms and agriculture supply chains as a context, *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* aims to understand the key themes in strategic and organizational research in this area. Despite the importance of food and agriculture in the current political and societal context, analysis of the impact of digitalization and information technologies on the industry is still limited. The objective of this monograph is to understand the direction of this change. With case studies of food firms and agriculture supply chains it sets out to conceptualize food organizing and organizations as a fruitful object of inquiry, both at the intra and interorganizational levels. It aims to understand new business models, strategies and organizational forms. Contributions in this stream of research have the potential to yield important and relevant insights for both scholars and societies. This book is written for primarily for academics engaged in innovation management or strategy, or conducting organizational behaviour research. It will also be of relevance to practitioners and managers in the agri-food industry.

'Give me your money, or I will kill you!' 'Please...' I gasped. 'I've come from England to study!' 'Well, let this be your first lesson, English boy...' Eager to start a new phase in life, Rahul Saxena, 27, a half-Indian British citizen, recently out of job and rejected in love, lands in Mumbai from London to study filmmaking. But little does he know that Mumbai, the city of dreams, will turn his life inside out. From the dark corners of the streets as a professional rat killer to the vermin-infested confines of a jail, from shady dance clubs to the homes of Mumbai's rich women where he is paid to provide pleasure-

fate takes him on a roller-coaster ride that challenges his very will and determination to survive. When his secret life threatens to destroy even the love that he finds, Rahul seeks recourse in spirituality. Inspired by India's synergetic religious traditions, Rahul fights back internal and external demons to write his own destiny. One Enduring Lesson is a tale of the undying human spirit of survival against all odds.

More than a quarter-century before September 11, 2001, the World Trade Center was immortalized by an act of unprecedented daring and beauty. In August 1974, a young Frenchman named Philippe Petit boldly—and illegally—fixed a rope between the tops of the still-young Twin Towers, a quarter mile off the ground. At daybreak, thousands of spectators gathered to watch in awe and adulation as he traversed the rope a full eight times in the course of an hour. In *Man on Wire*, Petit recounts the six years he spent preparing for this achievement. It is a fitting tribute to those lost-but-not-forgotten symbols of human aspiration—the Twin Towers.

This book addresses the core challenges currently faced by traditional companies. In the age of digitization many industries are now challenged by disruptions of the traditional value chain: new competitors are coming into play, traditional products don't sell any more, and profits are at risk. As such, CEOs need to adopt new business models for these established industries, while many companies have to reinvent themselves by developing new products for new markets. In this book, leading CEOs share their experiences in transforming established companies. They provide insights on transforming industries and demonstrate what it takes to redefine companies from the ground up. Issues such as organizational transformation, new product development, implementing a new organizational spirit, and many more are discussed.

As markets become increasingly integrated and globalised, competition policy is facing new challenges. Contributions from leading international experts explore theoretical and methodological issues of practical relevance for the new competition policy order and give examples of practical policy adjustments.

This book takes an in-depth look at the economics of digital transformation. Presenting a variety of perspectives from experts, it deals with the socioeconomic changes associated with the digital transformation of production systems. The chapters also address the impacts of digital transformation on the sustainable functioning of socioeconomic and environmental systems. Select chapters also investigate the consequences of adopting intelligent learning systems, both in terms of replacing the human labor force. and their effects on the smart digital management and security of cities, places, and people. Lastly, chapters discuss important questions regarding innovations leading to sustainable change.

Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital

disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by *The Technology Fallacy* will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

Sun Ra, Brian Eno, Lee Perry, Kate Bush, Kraftwerk, Aphex Twin, Ryuichi Sakamoto and Brian Wilson are interviewed in this extraordinary work of sonic history. It travels from the rainforests of Amazonas to virtual Las Vegas; from David Lynch's dream house high in the Hollywood Hills to the megalopolis of Tokyo. *Ocean of Sound* begins in 1889 at the Paris exposition when Debussy first heard Javanese music performed. An ethereal culture developed in response to the intangibility of 20th century communications. Author of *Rap Attack 3* and *Exotica*, David Toop has in *Ocean of Sound* written an exhilarating, path-breaking account of ambient sound.

**WINNER OF THE 2017 AXIOM BEST BUSINESS BOOK AWARD** "Digital disruption" sounds like another business buzzword - until it happens to your company. Seemingly out of nowhere, startups and other tech-savvy disruptors attack. Your customers bolt for the door and revenues stall. Senior executives ignore the problem, or turn to yesterday's management playbook. In months instead of years, you've gone from market leader to also-ran. This scenario is beginning to play out in every industry. Everything that can be digitized - from products and services to the entire value chain - is being digitized, to the advantage of companies that can harness disruption. Unfortunately, few companies are building the organizational capabilities and strategic responses to compete in this stark new reality. In *Digital Vortex*, you will learn how to use the business models and strategies of startups to your own advantage. Instead of waiting to be disrupted, you can maximize the value of your existing businesses and move into profitable new ones. Most importantly, you will learn how to build the agility to anticipate threats, sense opportunities, and seize them before your rivals do. In today's world there are two paths: navigating to a new digital future, or being engulfed by exponential competitive change. With recommendations backed by research with thousands of senior executives from market leaders and startups alike, this book gives you a compass to chart your own course - to compete with disruptors and win. This book provides specialists and executives with a clear, yet practical set of recommendations to meet the challenges of digital transformation and ensure long-term success as a leader in a primarily digital business world. The authors describe the fundamental principles of digitization and its economic opportunities and risks, integrating them into a framework of classic and new management methods. The book also explores how increasing digitization – not only of communication, but of complete value chains – has led to a need to establish a digital business leadership. Digitization

is changing people and markets: it causes the upheaval of entire industries, creates new digital-centric companies, and forces established companies to cope with the transformation activities associated with these digitization processes. New approaches and methods have to be learned, tried and tested patterns of thinking have to be explored, and last but not least, innovation activities have to be understood as continuous necessities. At the same time, digital business offers considerable opportunities for renewing competitive advantages, improving existing process structures and realigning products, services and business models.

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

This book explores the factors that make digital disruption possible and the effects this has on existing business models. It takes a look at the industries that are most susceptible to disruption and highlights what executives can do to take advantage of disruption to re-invent their business model. It also examines the pivotal role that technology plays in creating new dynamics to business operations and forcing business model changes. Adoption of digital technology has caused process disruptions in a number of industries and led to new business models (e.g., Über, AirBnb) and new products. In addition to covering some of the more popular and well known examples, this book targets not so obvious disruptions in the education sector and in services and changing business models. Phantom Ex Machina: Digital Disruption's Role in Business Model Transformation is divided into six parts. The book begins with an introduction to digital disruption and why it matters. The next part of the book focuses on business strategy which includes case studies on the impact of social media and how digital disruption changes pricing strategies and price models. For part three, the authors observe technology's role in digital disruptions. Chapters cover how 3D printing is challenging existing business models and how the automotive industry is innovating with new perspectives. Part four covers higher education, recognizing digital disruption's transformation in graduate management education. Part five centers upon the service industry with a look at virtual teams and the emergence of virtual think tanks. Finally the book concludes with a look to the future, embracing disruptions. This report aims to identify the different scenarios where the process of digital transformation is taking place in agriculture. This identifies those aspects of basic

conditions, such as those of infrastructure and networks, affordability, education and institutional support. In addition, enablers are identified, which are the factors that allow adopting and integrating changes in the production and decision-making processes. Finally identify through cases, existing literature and reports how substantive changes are taking place in the adoption of digital technologies in agriculture.

Company leaders feel the urgency to transform their organizations in the face of digital disruption. New rivals are digitizing whatever can be digitized to attack incumbents' value chains, gaining market share, eroding margins, and wreaking havoc to the competitive landscape in virtually every industry. For large and mid-sized companies, the imperative to transform is clear. How to transform is another matter. The hard truth is that despite leaders' best efforts, and billions spent in pursuit of digital transformation, the vast majority of organizational change programs fizzle, falling well short of their expected impacts. Because failed transformation programs put incumbents behind the eight ball in dealing with disruptive competition, organizations can ill-afford for their transformation programs to flop. With this important new book, *Orchestrating Transformation: How to Deliver Winning Performance with a Connected Approach to Change*, the team at the Global Center for Digital Business Transformation, an IMD and Cisco initiative, set out a new prescription for getting transformation right. The piecemeal strategies and pilot projects that are hallmarks of conventional transformation programs are hopelessly inadequate for the intricate, sprawling organizational environments found in most companies. Transformation practitioners need a different mindset and a new approach to executing change that can handle the complexity and scale of today's market leaders. Orchestration--"mobilizing and enabling so as to achieve a desired effect"--paves the way for a new, more holistic view of organizational resources and how they work together to drive change synergistically. The follow-up to 2016's award-winning *Digital Vortex*, *Orchestrating Transformation* is packed with quantitative and qualitative insights from years of applied research and engagement with executives around the world. A unique and indispensable guide for practitioners, the book moves past traditional change management doctrine to show how a connected approach to change can change everything.

This book constitutes the revised and extended papers of the First International Conference on Innovations in Digital Economy, SPBU IDE 2019, held in St. Petersburg, Russia, in October 2019. The 8 papers presented were thoroughly reviewed and selected for publication from 78 submissions. The papers are organized according the following topical sections: economic efficiency and social consequences of digital innovations implementation; industrial, service and agricultural digitalization; regional innovation systems and clusters as drivers of the economic growth during the Fourth Industrial Revolution; response of an educational system and labor market to the digital-driven changes in the economic system.

This book will broaden readers' understanding of the links between the music and fashion industries. It highlights the challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. In fact, the fashion industry is heavily influenced by the digital revolution in the music industry, which has changed the face of individual music consumption and social reference, and therefore, also has impacts on fashion consumption and social reference. This understanding is crucial in order to realign any fashion company's

