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Business Transformation. George  
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McAfee. Harvard Business Press, 2014 -  
Business & Economics - 292 pages. 0  
Reviews. Become a Digital Master--No  
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They illuminate the principles and practices that lead to successful digital transformation.

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George Westerman discusses concepts introduced in his book on “Turning Technology into Business

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“Whatever approach you choose, you need to create appropriate levels of



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digital technology synergy, brand integration, investment coordination, skill development, vendor management, and innovation over the long term.” — George Westerman, *Leading Digital: Turning Technology into Business Transformation*

### **Leading Digital Quotes by George**

# Read Book Leading Digital Turning Technology Into Business Transformation **Westerman**

He is coauthor of a new recent book, Leading Digital: Turning Technology Into Business Transformation. George regularly conducts keynote presentations and senior executive workshops with companies around the world. Prior to earning a Doctorate from Harvard Business School, George gained

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In this keynote Bonnet takes us on a journey through the book and presents important findings from his research.

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