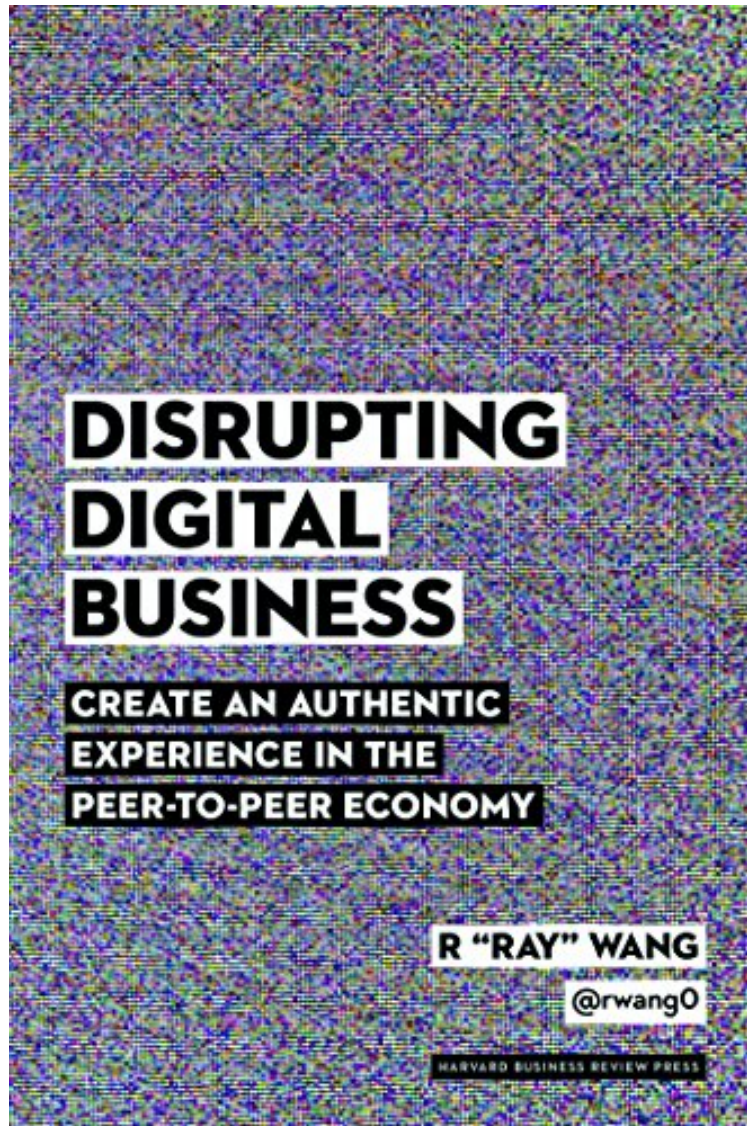


Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy

R "Ray" Wang

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1 of 1 people found the following review helpful. Great Context!By John HuntThis book is a must read if yoursquo;re trying to separate current fads from longer-term structural changes with respect to digitization. Irsquo;m an SAP employee and, in this capacity, have had the opportunity to solicit Raysquo;s opinions on business trends on a number

of occasions. I'm always amazed by both the breadth and depth of his reach and his ability to synthesize many issues down to concise actionable advice. This book provides historical context on issues unfolding before us. Please note that this is my personal opinion and does not necessarily reflect the views of my employer. 0 of 0 people found the following review helpful. Digital brilliance By tlvvernois921 Digital brilliance is going to come in the form of asking the right questions, by accessing the best data, while understanding context and relevance for yourself, your business, your partners and your ecosystem. Where are you in your chain? This book will guide you. 1 of 1 people found the following review helpful. Useful but not insightful By Jed Simms A bit repetitive with too few real life examples to prove his point. Just too many statements without enough evidence

We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises no matter how their customers interact with them. But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they're passionate about influence their decision making and their spending. The workforce has changed too. Employees expect to be able to determine when and how they will work, the technology they'll use, and the values their company will espouse. Organizations can take part in this conversation only if they recognize how and where it's happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change how they can keep their promises. Current trends, when taken seriously, require a new way of thinking about business that includes five key areas: 1. Consumerization of technology and the new C-suite 2. Data's influence in driving decisions 3. Digital marketing transformation 4. The future of work 5. Matrix commerce Digital disruption has changed how we do our work. But by mastering these trends you'll delight your customers with every interaction.

2016 Axiom Business Book Gold Award in DIGITAL BUSINESS I recommend that every entrepreneur and small business investigate and implement as many of his seven new business force multipliers as possible. Martin Zwilling, AlleyWatch This important, technical book by a guru in the field is a fine contribution to the understanding of the transformation of organizations into digital enterprises. Choice magazine a quick read to understand the rules and standard operating procedure of the digital world. Times of India In summary, [Richie] Etwaru's (Chief Digital Officer of IMS Health) final recommendation was that all Chief Digital Officers read Ray Wang's new book *Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy*, for help with figuring out how to actually do all the things described in this article. Huffington Post ADVANCE PRAISE for *Disrupting Digital Business*: Tom Kelley, Partner, IDEO Put on your running shoes and get ready to race into the digital future with Ray Wang's new book. His passion for transformation shows up on every page, along with practical advice on how to keep our brand promises and engage with our customers at scale. Picking up on the urgency of Wang's message, I read the book cover-to-cover in a single day and now feel better prepared for tomorrow's challenges. Marc Benioff, Chairman and CEO, Salesforce.com Ray Wang assembles the strands of digital DNA that are key to building the successful companies and leaders of tomorrow. Ganesh Bell, Chief Digital Officer, GE Power Water The digital transformation of work, products, and customer engagement requires new approaches and radical transparency. Ray Wang has written the first book that connects all aspects of this transformation. This is the digital leader's handbook. Jim Davis, Executive Vice President and Chief Marketing Officer, SAS Wonder why your company should go digital? Read this book. Ray Wang reveals the heights companies can attain if they embrace a digital mind-set, create an analytics-infused culture, and make data-driven insights the bedrock for business transformation. Peter Kim, Chief Digital Officer, Cheil Worldwide Ray Wang sounds an important call for business leaders: disrupt or be disrupted. His expert analysis and entrepreneurial insights provide critical guidance on how to lead, build, and grow in the Information Age. Vishal Sikka, CEO and Managing Director, Infosys Ray Wang's primer on succeeding in the era of peer-to-peer business reinforces that all of technology's myriad possibilities are converging into one goal: human empowerment. A must-read for leaders seeking to build disruptive businesses that enrich their customers' lives. Neetan Chopra, Senior Vice President, IT Strategic Services, Emirates A digital revolution is under way. Ray Wang has been a thought leader at the epicenter of this revolution. *Disrupting Digital Business* captures the essence of this change and provides some great insights on how to deal with it. Clara Shih, founder and CEO, Hearsay Social; Board Director, Starbucks; and author, *The Facebook Era* *Disrupting Digital Business* articulates in simple and compelling terms the new business models, customer promises, and transformational mind-sets required to survive and thrive in today's digital world. Annalie Killian, Director of Innovation, AMP Limited; founder and Executive Producer, Amplify Festival If you don't have time to read lots of books on the state of the digital frontier of disruption, read this one. It covers everything you need to know, and it will seriously challenge your thinking. David Armano, Global

Strategy Director, Edelman DigitalThere's no shortage of opinions on the topic of digital disruption, but no one presents the case for change as cohesively as Ray Wang. From establishing authenticity and trust to delivering a brand's promise at every touch point, Ray uses concrete models and real-world examples to break down how innovative organizations thrive in the peer-to-peer economy.

Richie Etwaru, Chief Digital Officer, CegedimRay Wang makes the case for enterprise change that requires new leadership and new thinking. He explains why change is happening increasingly faster, that it's unprecedented to see multiple paradigms shifting concurrently, and why digital is embedded in the DNA of change. Reading this book will help you create change that captures value instead of sitting back and watching value be destroyed.

Perry Hewitt, Chief Digital Officer, Harvard UniversityLeaders in the midst of digital transformation will recognize the challenges represented in these case studies and gain solid insights on how to manage in a new world of trust and radical transparency.

Rachel Botsman, founder, Collaborative Lab; coauthor, What's Mine Is Yours: The Rise of Collaborative ConsumptionWang provides interesting insights on how to lead through digital disruption and not let it lead you.