## LEADING DIGITAL

## TURNING TECHNOLOGY INTO BUSINESS TRANSFORMATION

GEORGE WESTERMAN | DIDIER BONNET | ANDREW McAFEE

HARVARD BUSINESS REVIEW PRESS

Boston, Massachusetts

## CONTENTS

	Introduction: Are You Ready?	1	
1.	What Is Digital Mastery?	9	
	PART I:		
	BUILDING DIGITAL CAPABILITIES		
2.	Creating a Compelling Customer Experience	29	
3.	Exploiting the Power of Core Operations	47	
4.	Reinventing Business Models	73	
	PART II:		
BUILDING LEADERSHIP CAPABILITIES			
5.	Crafting Your Digital Vision	97	
6.	Engaging the Organization at Scale	115	
7.	Governing the Transformation	133	
8.	Building Technology Leadership Capabilities	153	
	PART III:		
BACK AT THE OFFICE:			
	A Leader's Playbook for Digital Transformation		
9.	Framing the Digital Challenge	175	
10.	Focusing Investment	189	

## vi Contents

11. Mobilizing the Organization	209	
12. Sustaining the Digital Transformation	225	
Epilogue: You Ain't Seen Nothin' Yet	245	
Appendix: Digital Mastery Self-Assessment		
Notes		
Index	275	
Acknowledgments		
About the Authors	291	