

Digital Scale The Playbook You Need To Transform Your Company

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Digital @ Scale: The Playbook You Need to Transform Your

Digital @ Scale: The Playbook You Need to Transform Your Company Um novo livro de autores da McKinsey constitui um guia para reinventar a base do seu negócio, com perspectivas práticas sobre os três elementos chave das transformações digitais.

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Digital@Scale: The Playbook You Need to Transform Your Company was published by Wiley in the summer of 2017, in which authors Jürgen Meffert and Anand Swaminathan offer a blueprint for...

Digital@Scale: Transformation Playbook

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