

BEYOND DIGITAL

TRANSFORMATION

ADVANCING TECH FOR ACCELERATED GROWTH

Learn the secrets required to advance the technology industry beyond digital transformation.

The book reveals patterns and characteristics that can help businesses succeed. Start with an idea and transform it into a compelling product—what methods can help you deliver faster, attract new customers, and retain their loyalty? Forming a value-driven culture where your people are central to ever-improving cycles of change requires adopting the well-documented approaches described in this book.



About the Author

Nana Fifield, a senior technology leader, has spent nearly three decades working with many technology organizations, dedicating significant time to researching the methods that successful and mature industries have adapted to continue thriving, evolving, and innovating over centuries.

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