

MBM027: Digital Technology and Business Innovation

View Online



[1]

BRYCE, DAVID J., DYER, JEFFREY H., HATCH, NILE W. 2011. COMPETING AGAINST FREE. Harvard Business Review. 89, Issue 6, p104-111. 8p. 2 Color Photographs (2011), 104-111.

[2]

Brynjolfsson, E. and McAfee, A. 2011. Race against the machine: how the digital revolution is accelerating innovation, driving productivity, and irreversibly transforming employment and the economy. Digital Frontier Press.

[3]

Christensen, C.M. 2000. The innovator's dilemma: when new technologies cause great firms to fail. Harvard Business Review Press.

[4]

Christensen, C.M. and Clayton 2013. Innovator's Dilemma, The: When New Technologies Cause Great Firms to Fail. Perseus Book LLC (Ingram).

[5]

Davenport, Thomas H.1 2013. Analytics 3.0. Harvard Business Review. 91, Issue 12, p64-72. 8p. 2 Color Photographs (2013), 64-72.

[6]

Evans, N.D. 2017. Mastering digital business: how powerful combinations of disruptive technologies are enabling the next wave of digital transformation. BCS, the Chartered Institute for IT.

[7]

Evans, N.D. and Ebook Central 2017. Mastering digital business: how powerful combinations of disruptive technologies are enabling the next wave of digital transformation. BCS, the Chartered Institute for IT.

[8]

Fitzgerald, MichaelKruschwitz, NinaBonnet, DidierWelch, Michael Embracing Digital Technology: A New Strategic Imperative. MIT Sloan Management Review. 55, 1-12.

[9]

Gouillart, Francis¹ (AUTHOR)Billings, Douglas² (AUTHOR) 2013. Community-Powered Problem Solving. Harvard Business Review. 91, Issue 4, p70-77. 8p. 2 Color Photographs, 1 Illustration (2013), 70-77.

[10]

Kappelman, Leon¹McLean, Ephraim²Luftman, Jerry³Johnson, Vess¹ 2013. Key Issues of IT Organizations and Their Leadership: The 2013 SIM IT Trends Study. MIS Quarterly Executive. 12, Issue 4 (2013), 227-240.

[11]

McAfee, Andrew P.¹ (AUTHOR) amcafee@gmail.com 2009. Shattering the Myths About Enterprise 2.0. Harvard Business Review. 87, Issue 11 (2009), 1-6.

[12]

McAfee, Andrew¹ 2011. What Every CEO Needs to Know About The Cloud. Harvard Business Review. 89, Issue 11 (2011), 124-132.

[13]

McAfee, Andrew¹Brynjolfsson, Erik^{2,3} 2012. Big Data: The Management Revolution. (cover story). Harvard Business Review. 90, Issue 10, p60-68. 8p. 3 Color Photographs (2012), 60–68.

[14]

Nagji, Bansi¹Tuff, Geoff¹ 2012. Managing Your Innovation Portfolio. Harvard Business Review. 90, Issue 5 (2012), 66–74.

[15]

Peppard, J. and Ward, J. 2005. Unlocking Sustained Business Value from it Investments. California Management Review. 48, 1 (Oct. 2005), 52–70.
DOI:<https://doi.org/10.2307/41166327>.

[16]

Rigby, Darrell^{1,2} 2011. The Future of Shopping. Harvard Business Review. 89, Issue 12, p64-75. 11p. 1 Color Photograph, 3 Illustrations, 1 Chart (2011), 64–75.

[17]

Salesforce Releases Digital Advertising 2020 Report "Convergence, Data, and Measurement Drive Ad Transformation" - Salesforce Blog:
<https://www.salesforce.com/blog/2018/01/salesforce-digital-advertising-2020-report.html>.

[18]

The future of grocery--in store and online | McKinsey:
<https://www.mckinsey.com/industries/retail/our-insights/the-future-of-grocery-in-store-and-online>.

[19]

Weill, P. and Ross, J.W. 2009. IT savvy: what top executives must know to go from pain to gain. Harvard Business Press.

[20]

Weill, P. and Ross, J.W. 2009. IT savvy: what top executives must know to go from pain to gain. Harvard Business Review Press.

[21]

Weill, Peter Woerner, Stephanie L Optimizing Your Digital Business Model. MIT Sloan Management Review. 54, 71-78.

[22]

Westerman, G. et al. 2014. Leading digital: turning technology into business transformation. Harvard Business Review Press.

[23]

Westerman, G. et al. 2015. Leading Digital: Turning Technology into Business Transformation. Perseus Book LLC (Ingram).