MBM027: Digital Technology and Business Innovation

Anon. n.d.-a. 'Salesforce Releases Digital Advertising 2020 Report â€" Convergence, Data, and Measurement Drive Ad Transformation - Salesforce Blog'. Retrieved (https://www.salesforce.com/blog/2018/01/salesforce-digital-advertising-2020-report.html).

Anon. n.d.-b. 'The Future of Grocery--in Store and Online | McKinsey'. Retrieved (https://www.mckinsey.com/industries/retail/our-insights/the-future-of-grocery-in-store-and-online).

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):104–11.

Brynjolfsson, Erik, and Andrew McAfee. 2011. Race against the Machine: How the Digital Revolution Is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy. Lexington, Massachusetts: Digital Frontier Press.

Christensen, Clayton M. 2000. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Vol. The management of innovation and change series. Boston, Massachusetts: Harvard Business Review Press.

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

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

Evans, Nicholas D. 2017. Mastering Digital Business: How Powerful Combinations of Disruptive Technologies Are Enabling the next Wave of Digital Transformation. Swindon, UK: BCS, the Chartered Institute for IT.

Evans, Nicholas D. and Ebook Central. 2017. Mastering Digital Business: How Powerful Combinations of Disruptive Technologies Are Enabling the next Wave of Digital Transformation. Swindon, UK: BCS, the Chartered Institute for IT.

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

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):70–77.

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):227–40.

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

McAfee, Andrew1. 2011. 'What Every CEO Needs to Know About The Cloud.' Harvard
Business Review 89(Issue 11):124–32.

McAfee, Andrew1Brynjolfsson, Erik2,3. 2012. 'Big Data: The Management Revolution.
(Cover Story)'. Harvard Business Review 90(Issue 10, p60-68. 8p. 3 Color
Photographs):60–68.

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

Peppard, Joe, and John Ward. 2005. 'Unlocking Sustained Business Value from It
Investments'. California Management Review 48(1):52–70. doi: 10.2307/41166327.

Rigby, Darrell1,2. 2011. 'The Future of Shopping.' Harvard Business Review 89(Issue 12,
p64-75. 11p. 1 Color Photograph, 3 Illustrations, 1 Chart):64–75.

Weill, Peter, and Jeanne W. Ross. 2009a. IT Savvy: What Top Executives Must Know to Go
from Pain to Gain. Boston, Mass: Harvard Business Press.

Weill, Peter, and Jeanne W. Ross. 2009b. IT Savvy: What Top Executives Must Know to Go
from Pain to Gain. Boston, Massachusetts: Harvard Business Review Press.

Weill, PeterWoerner, Stephanie L. n.d. 'Optimizing Your Digital Business Model'. MIT Sloan
Management Review 54:71–78.

Westerman, George, Didier Bonnet, and Andrew McAfee. 2014. Leading Digital: Turning
Technology into Business Transformation. Boston, Massachusetts: Harvard Business
Review Press.

Westerman, George, George Westerman, Didier Bonnet, Didier Bonnet, and Andrew
McAfee. 2015. Leading Digital: Turning Technology into Business Transformation. Boston:
Perseus Book LLC (Ingram).