

MBM027: Digital Technology and Business Innovation

View Online



1

Evans ND. 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 2017.

2

Evans ND, Ebook Central. 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 2017.
<http://ebookcentral.proquest.com/lib/city/detail.action?docID=4717225>

3

Westerman G, Bonnet D, McAfee A. Leading digital: turning technology into business transformation. Boston, Massachusetts: : Harvard Business Review Press 2014.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=4967644>

4

Westerman G, Westerman G, Bonnet D, et al. Leading Digital: Turning Technology into Business Transformation. Boston: : Perseus Book LLC (Ingram) 2015.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=4967644>

5

Brynjolfsson E, McAfee A. 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 2011.

6

Weill P, Ross JW. IT savvy: what top executives must know to go from pain to gain. Boston, Mass: : Harvard Business Press 2009.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=5181910>

7

Weill P, Ross JW. IT savvy: what top executives must know to go from pain to gain. Boston, Massachusetts: : Harvard Business Review Press 2009.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=5181910>

8

Christensen CM. The innovator's dilemma: when new technologies cause great firms to fail . Boston, Massachusetts: : Harvard Business Review Press 2000.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=4965541>

9

Christensen CM, Clayton. Innovator's Dilemma, The: When New Technologies Cause Great Firms to Fail. Boston: : Perseus Book LLC (Ingram) 2013.
<https://ebookcentral.proquest.com/lib/city/detail.action?docID=4965541>

10

Fitzgerald, MichaelKruschwitz, NinaBonnet, DidierWelch, Michael. Embracing Digital Technology: A New Strategic Imperative. MIT Sloan Management Review;**55**
:1-12.<https://0-search-proquest-com.wam.city.ac.uk/docview/1475566392?pq-origsite=su>
mmon

11

Rigby, Darrell1,2. The Future of Shopping. Harvard Business Review 2011;**89**:64-75.

12

Kappelman, Leon¹McLean, Ephraim²Luftman, Jerry³Johnson, Vess¹. Key Issues of IT Organizations and Their Leadership: The 2013 SIM IT Trends Study. MIS Quarterly Executive 2013;**12**:227-40.<http://0-search.ebscohost.com.wam.city.ac.uk/login.aspx?direct=true&db=bth&AN=92734278&site=ehost-live>

13

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>

14

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>

15

Weill, PeterWoerner, Stephanie L. Optimizing Your Digital Business Model. MIT Sloan Management Review;**54**:71-8.<https://0-search-proquest-com.wam.city.ac.uk/docview/1323892551?pq-origsite=su>
mmon

16

BRYCE, DAVID J., DYER, JEFFREY H., HATCH, NILE W. COMPETING AGAINST FREE. Harvard Business Review 2011;**89**:104-11.

17

Gouillart, Francis¹ (AUTHOR)Billings, Douglas² (AUTHOR). Community-Powered Problem Solving. Harvard Business Review 2013;**91**:70-7.

18

Nagji, Bansi¹Tuff, Geoff¹. Managing Your Innovation Portfolio. Harvard Business Review

2012;**90**:66–74.

19

McAfee, Andrew¹Brynjolfsson, Erik^{2,3}. Big Data: The Management Revolution. (cover story). Harvard Business Review 2012;**90**:60–8.

20

Peppard J, Ward J. Unlocking Sustained Business Value from it Investments. California Management Review 2005;**48**:52–70. doi:10.2307/41166327

21

McAfee, Andrew¹. What Every CEO Needs to Know About The Cloud. Harvard Business Review 2011;**89**:124–32.

22

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

23

Davenport, Thomas H.¹. Analytics 3.0. Harvard Business Review 2013;**91**:64–72.