MBM027: Digital Technology and Business Innovation

View Online

1.

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

2.

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

3.

Westerman, G., Bonnet, D. & McAfee, A. Leading digital: turning technology into business transformation. (Harvard Business Review Press, 2014).

4.

Westerman, G., Westerman, G., Bonnet, D., Bonnet, D. & McAfee, A. Leading Digital: Turning Technology into Business Transformation. (Perseus Book LLC (Ingram), 2015).

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. (Digital Frontier Press, 2011).

6.

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

7.

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

8.

Christensen, C. M. The innovator's dilemma: when new technologies cause great firms to
fail. vol. The management of innovation and change series (Harvard Business Review
Press, 2000).

9.

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

10.

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

11.

Rigby, Darrell1,2. The Future of Shopping. Harvard Business Review **89**, 64–75 (2011).

12.

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

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 â€" 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**, 71–78.

16.

BRYCE, DAVID J., DYER, JEFFREY H., HATCH, NILE W. COMPETING AGAINST FREE. Harvard Business Review **89**, 104–111 (2011).

17.

Gouillart, Francis1 (AUTHOR)Billings, Douglas2 (AUTHOR). Community-Powered Problem Solving. Harvard Business Review **91**, 70–77 (2013).

18.

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

19.

McAfee, Andrew1Brynjolfsson, Erik2,3. Big Data: The Management Revolution. (cover story). Harvard Business Review **90**, 60–68 (2012).

20.

Peppard, J. & Ward, J. Unlocking Sustained Business Value from it Investments. California Management Review **48**, 52–70 (2005).

21.

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

22.

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

23.

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