

# 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 [Internet]. Swindon, UK: BCS, the Chartered Institute for IT; 2017. Available from: <http://ebookcentral.proquest.com/lib/city/detail.action?docID=4717225>

3.

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

4.

Westerman G, Westerman G, Bonnet D, Bonnet D, McAfee A. Leading Digital: Turning Technology into Business Transformation [Internet]. Boston: Perseus Book LLC (Ingram); 2015. Available from: <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 [Internet]. Boston, Mass: Harvard Business Press; 2009. Available from: <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 [Internet]. Boston, Massachusetts: Harvard Business Review Press; 2009. Available from: <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 [Internet]. Vol. The management of innovation and change series. Boston, Massachusetts: Harvard Business Review Press; 2000. Available from: <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 [Internet]. Boston: Perseus Book LLC (Ingram); 2013. Available from: <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 [Internet]. 55:1-12. Available from: <https://0-search-proquest-com.wam.city.ac.uk/docview/1475566392?pq-origsite=summon>

11.

Rigby, Darrell1,2. The Future of Shopping. Harvard Business Review. 2011;89(Issue 12,

p64-75. 11p. 1 Color Photograph, 3 Illustrations, 1 Chart):64-75.

12.

Kappelman, Leon<sup>1</sup>McLean, Ephraim<sup>2</sup>Luftman, Jerry<sup>3</sup>Johnson, Vess<sup>1</sup>. Key Issues of IT Organizations and Their Leadership: The 2013 SIM IT Trends Study. MIS Quarterly Executive [Internet]. 2013;12(Issue 4):227-40. Available from: <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 [Internet]. Available from: <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 [Internet]. Available from: <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 [Internet]. 54:71-8. Available from: <https://0-search-proquest-com.wam.city.ac.uk/docview/1323892551?pq-origsite=summon>

16.

BRYCE, DAVID J., DYER, JEFFREY H., HATCH, NILE W. COMPETING AGAINST FREE. Harvard Business Review. 2011;89(Issue 6, p104-111. 8p. 2 Color Photographs):104-11.

17.

Gouillart, Francis<sup>1</sup> (AUTHOR)Billings, Douglas<sup>2</sup> (AUTHOR). Community-Powered Problem Solving. Harvard Business Review. 2013;91(Issue 4, p70-77. 8p. 2 Color Photographs, 1

Illustration):70–7.

18.

Nagji, Bansi<sup>1</sup>Tuff, Geoff<sup>1</sup>. Managing Your Innovation Portfolio. Harvard Business Review. 2012;90(Issue 5):66–74.

19.

McAfee, Andrew<sup>1</sup>Brynjolfsson, Erik<sup>2,3</sup>. Big Data: The Management Revolution. (cover story). Harvard Business Review. 2012;90(Issue 10, p60-68. 8p. 3 Color Photographs):60–8.

20.

Peppard J, Ward J. Unlocking Sustained Business Value from it Investments. California Management Review. 2005 Oct;48(1):52–70.

21.

McAfee, Andrew<sup>1</sup>. What Every CEO Needs to Know About The Cloud. Harvard Business Review. 2011;89(Issue 11):124–32.

22.

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

23.

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