



The Digital Innovation Playbook: Creating a Transformative Customer Experience (Hardback)

By Nicholas J. Webb

John Wiley and Sons Ltd, United Kingdom, 2011. Hardback. Condition: New. Language: English . Brand New Book. A complete and practical road map to achieving unprecedented business success through digital innovation excellence In this breakthrough book, world-renowned innovation strategist Nicholas J. Webb uncovers the secrets of the world s best innovators. And what he found is that there is a new phenomenon that he calls Digital Innovation which is sweeping the world. In this powerful book, Webb clearly defines innovation as the process of delivering exceptional value through active listening. His case studies show how great organizations like Kodak, IndyCar, U.S. Army, and Southwest Airlines have used Digital Innovation to drive colossal success. Webb also discusses how Dell Computers has set up their own Digital Command Center to monitor over 70,000 keywords in over 11 languages to listen, to learn, and to ultimately invent world-class technologies. He predicts that Digital Innovation will replace the term Open Innovation and that ultimately every successful organization in the world will hire a Chief Listening Officer (CLO). Demystifies the hyper-complex world of Digital InnovationPresents comprehensive case examples of how organizations both large and small have deployed Digital Innovation methodologies to grow both sales and...



READ ONLINE
[1.78 MB]

Reviews

Absolutely essential study ebook. It is among the most remarkable book i have got read through. You will like how the article writer compose this pdf.
-- **Jessie Rau**

Undoubtedly, this is the best work by any author. It is really simplified but shocks within the 50 % in the publication. Its been written in an extremely straightforward way and is particularly just following i finished reading this publication by which basically altered me, modify the way in my opinion.
-- **Vivianne Dietrich**