Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things

Release Date:
Monday, August 31, 2015 2:02 pm EDT

Terms:
Business and Finance, Technology

Dateline City:
Hoboken, NJ

Contacts:
Melissa Connors Publicity Manager mconnors@wiley.com 201-748-6834

Success is more difficult to achieve than ever in today's turbulent, hypercompetitive world where customer demands are mounting relentlessly. However, technologies such as cloud computing, big data and analytics, social media, mobile and wireline networks, and the Internet of Things can be strategic enablers for thriving, market-leading companies, or existential threats if competitors utilize them first.

In *Digital Disciplines*, Joe Weinman, the leading authority on cloud economics and business value, helps both the technical and non-technical leader—chief executive, marketing, financial, information, digital, or innovation officer—and their teams not only understand, but exploit these critical digital technologies to achieve and maintain competitive advantage, using a framework that is not only practical, but immediately applicable to virtually any firm in any industry, whether serving consumers or businesses. He argues that digital technologies do not just enhance efficiencies, reduce costs, and increase productivity; their true value lies in creating market-leading strategies that deliver unparalleled customer value.

*Digital Disciplines* is richly illustrated with detailed case studies from high-tech innovators such as Amazon, Apple, Facebook, Google, Netflix, and Uber, as well as longstanding blue chips such as Burberry, General Electric, Nike, and Procter & Gamble, and lesser known innovators such as Alvio, Fruition Sciences, and Opower.

*Digital Disciplines* comprehensively delineates blueprints for four generic strategies to attain competitive advantage, marketplace success, and strong financials while creating unique customer value:

- Information excellence complements operational excellence to not only drive process and resource efficiencies and advantage, but to create seamless digital-physical experiences for customers, respond in real-time to shifting conditions, and drive additional revenue by monetizing process data.
- Solution leadership connects smart, digital products and services to the cloud, social media, communities, and an infinitely extensible ecosystem, transforming a one-time sale into an ongoing relationship and subscription, services, and support revenues, and enabling customer experiences and transformations focused on customer outcomes.
- Collective intimacy transcends customer intimacy, leveraging big data analytics across all customers to not just create marketing insights, but to deliver better targeted, personalized services and recommendations to each customer, ranging from upsell/cross-sell to maximizing relevance and results, such as with patient-specific therapies.
- Accelerated innovation takes open innovation to an entirely new level, through challenges, crowdsourcing, crowdfunding, idea markets, and innovation networks, enabling companies to collaborate and innovate with greater agility and higher quality results, yet with the financial advantages of contest economics.

These four proven strategies expand on and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic *The Discipline of Market Leaders*. Comprehensive in scope and written in accessible terms, this essential resource integrates a strategic framework, illustrative case studies, deep insights, and practical steps for any enterprise that wants to win in today's digital era. *Digital Disciplines* also addresses the secrets and challenges of successful execution, including human motivation and gamification, cybersecurity and privacy, strategic alignment, and unintended consequences.

*Digital Disciplines* illuminates the complex array of current and emerging digital technologies that are shaping and transforming the ways companies create better customer value and attain market leadership.

**

Joe Weinman is considered the leading global authority on cloud economics, and is the author of *Cloudonomics: The Business Value of Cloud Computing* from Wiley. He is the cloud economics editor for IEEE Cloud Computing magazine and a contributor to *Regulating the Cloud: Policy for Computing Infrastructure*. Weinman is an experienced senior executive with a career spanning R&D, corporate strategy, product management, operations and engineering, and marketing and sales at companies such as Bell Labs, AT&T, and...