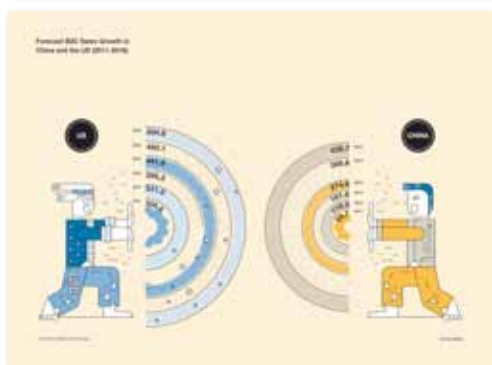


Reinventing the Company in the Digital Age



The seventh edition of BBVA's annual series is dedicated to analyzing the key issues of our time, with the objective of helping people understand the forces that are influencing our world.

- This book examines how the information technology driven revolution is influencing the very foundation of how the great majority of us work and do business. This is tantamount to discussing how the digital revolution is shaping the future of the economy, society, and our daily lives. To succeed in this new era big organizations that have until now been profitable and able to lead their industry for decades are confronted with the need for radical change.

- The challenges companies face nowadays are broken down into five broad sections: the impact of the technological revolution; customers and markets; people, talent and culture; workplaces and cyberworkplaces; and leadership, strategy and management.
- Recognized scholars from around the world, using accessible language, offer easy access to the latest knowledge for the non-specialist general public: Carol A. Adams, Celia de Anca, Salvador Aragón, Henry Chesbrough, Kenneth Cukier, George S. Day, Philip Evans, Stewart D. Friedman, Esteban García-Canal, Francisco González, Mauro F. Guillén, Herzog & de Meuron, William M. Klepper, John P. Kotter, Alison Maitland, Haim Mendelson, Geoffrey Moore, Joan E. Ricart, Peter Thomson, Chris Warhurst, and Sally Wright.



Pages
452

Size
7.5 x 10 in.

Binding
Paperback with flaps

ISBN
978-84-16142-92-7

Retail price
20 €