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In The Digital Transformation Playbook summary, we'll outline insights from David Rogers on how you can rethink your business for the digital age using 9 key strategic planning tools in 5 strategic domains.

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In the book, Rogers argues that “digital transformation” is not about updating your technology but about upgrading your strategic thinking. To grow in the digital age, businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

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The Digital Transformation Playbook: Rethink Your Business for the Digital Age by David L. Rogers (April 5, 2016, Columbia Business School Publishing) About the Book . Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy?

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