Sunil Gupta Priving Digital Strategy A Guide to

Reimagining Your Business

Harvard Business Review Press Boston, Massachusetts

Contents

Introduction: Framework for Reinventing Your Business	1
PART ONE	
Reimagine Your Business	
1. Business Scope	13
2. Business Model	31
3. Platforms and Ecosystems	59
PART TWO	
Reevaluate Your Value Chain	
4. Rethinking R&D and Innovation	83
5. Operational Excellence	97
6. Omnichannel Strategy	117
PART THREE	
Reconnect with Your Customers	
7. Acquiring Customers	135
8. Engaging Consumers	155
9. Measuring and Optimizing Marketing Spend	173

PART FOUR Rebuild Your Organization

10.	Managing Digital Transition	189
11.	Designing an Organization for Innovation	203
12.	Skills, Capability, and Talent Management	213

Notes	229
Index	247
Acknowledgments	263
About the Author	269