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He is author of four books, including “The Network Is Your Customer,” and his new book, “The Digital Transformation Playbook: Rethink Your Business for the Digital Age” (April 2016).

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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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