



## How Digital Is Your Business?

*Adrian J. Slywotzky, Karl Weber, David J. Morrison*

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The biggest, most important issue in business today--becoming digital--touches not only traditional enterprises but the most avant-garde of Internet companies as well.

Old-economy companies must take steps to avoid becoming victims of capitalism's creative destruction, the unofficial system that flushes out the old to make way for the new. For dot-com companies the question is whether or not they are flash-in-the-pan businesses with no long-term prospects of profitability and customer loyalty.

Most of the early efforts to answer the question "How digital is your business?" have been shrouded in techno-speak: a veritable Tower of Babel unconnected with the real needs of business. Slywotzky and Morrison show, first of all, that becoming digital is not about any of the following: having a great Web site, setting up a separate e-business, having next-generation software, or wiring your workforce.

What they so creatively demonstrate is that a digital business is one whose strategic options have been transformed--and significantly broadened--by the use of digital technologies. A digital business has strategic differentiation, a business model that creates and captures profits in new ways and develops powerful new value propositions for customers and talent. Above all, a digital business is one that is unique.

*How Digital Is Your Business?* is a groundbreaking book with universal appeal for everyone in the business world. It offers:

- \* Profiles of the future: the in-depth story of the digital pioneers--Dell Computer, Charles Schwab, Cisco Systems, Cemex.
- \* Insight into how to change a traditional enterprise into a digital business: the stories of GE and IBM.
- \* An analysis of the profitable dot-coms: AOL, Yahoo!, and eBay.

While **How Digital Is Your Business?** has great stories and case studies, its most invaluable central idea is that of digital business design and the array of powerful digital tools it offers for use in creating a digital future for your own company.

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