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**Leggi ebooks Digital transformation Alessandro Braga PDF, EPUB, mobi**, La digital transformation è una strada che garantirà futuro alle aziende, sotto la guida delle persone. Non è un cambiamento tecnologico, ma un nuovo approccio che - attraverso la tecnologia - cambia in maniera profonda il modo di fare impresa. Dietro le parole si apre un universo in cui fisico e digitale convergono, che si parli di economia, ambienti o relazioni. Il cambiamento, continuo e veloce, tocca tutte le componenti del business: processi, organizzazione, produzione, distribuzione, comunicazione, fino ai modelli stessi che definiscono nuove value proposition, trasformando l'impresa in piattaforma. Muta l'approccio al lavoro e il concetto di leadership è ridefinito dalla centralità delle persone e da una nuova cultura dell'innovazione. Si afferma un inedito paradigma di impresa basato sui dati e capace di offrire soluzioni centrate sui bisogni individuali.

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