

Contents

Part 1	Introduction	1
1	Continuous Business Transformation: What Is It All About? Wolfgang Messner	3
2	Industry Life Cycles as an Underlying Source of Continuous Change Peter Kreutter	19
Part 2	Transformational Shifts	65
3	Lost in Transformation: Strategy Formulation in a Digitized World Nicole Gottschalck and Christina Günther	67
4	An Exponential World: Nature, Patterns, and How to Leverage Them Hans-Martin Hellebrand	95
5	The Effect of Digitalization on the Labor Market Christian Bühner and Christian Hagist	115

6	Outcome-Driven Transformation Adam Bujak and Marcus Esser	139
7	Transformation of Banking Institutions: Comparing Germany and India Michael G. Schmitt and Taruna Gautam	151
Part 3	Achieving Customer Centricity	173
8	The Changing Face of Customer Centricity Rajesh Gaurav and G Shainesh	175
9	Rethinking Client Centricity to Reinvent Business Models Shailesh Chopra and Premkumar Rajendran	189
10	Transforming Product Line Selection Strategy Subrat Sarangi	213
11	Industry 4.0: How to Manage Transformation as the New Normal Thomas Ochs and Ute Riemann	245
12	Digital Transformation in Manufacturing Klaus Holzhauser and Philipp Schalla	273
13	Country-of-origin Effects in a Global Market: The Case of China Dirk Holtbrügge and Annalena Zeier	289
Part 4	Dealing with New Technology	313
14	Customer Integration into Continuous Development of IT-based Services Klaus Brockhoff	315

15	Toward a Safer Tomorrow: Cybersecurity and Critical Infrastructure	335
	Solomon Karchefsky and H. Raghav Rao	
16	Digital Change: How MOOCs Transform the Educational Landscape	353
	Anna Kruse and Hans Pongratz	
17	E-Leadership for SMEs in the Digital Age	375
	Weizi Li, Kecheng Liu, Yinshan Tang, and Maksim Belitski	
18	Digital Transformation of a Swiss Ski Destination	417
	Nils T. Kohle	
19	Internet of Things: Legal Implications for Every Business	435
	Ulrich Bäumer, Sabine von Oelffen, and Miriam Keil	
Part 5	Leading the Change	459
20	Establishing Continuous Change	461
	Erik Strauss, Jürgen Weber, and Susanne Zubler	
21	Organizational Culture: An Additional Perspective to the Balanced Scorecard	495
	Enrico Rühle and Valerie-Laura Wagner	
22	Integrating Holistic Marketing into the Stakeholder Management Approach	513
	Mihaela Herciu and Claudia Ogrea	
23	Corporate Value Creation from Restructuring Through Divestitures	533
	Wiboon Kittilaksanawong	

24	Adapting to Working Environment Change: Effects of Mobility and Flexibility	553
	Melissa Promes	
25	The Changing Role of Leaders for the Digital Age	585
	Peter Boggis, Frank Dannenhauer, and David Trafford	
	Index	599