

Contents

Series Foreword	vii
Preface and Acknowledgments	ix

1	Digital Business Design	1
2	Building Shared Customer Insights	21
3	Building an Operational Backbone	39
4	Building a Digital Platform	57
5	Building an Accountability Framework	77
6	Building an External Developer Platform	101
7	Developing a Roadmap for Your Digital Transformation	119
8	Designing Your Company for Digital	143

Appendix 1: Committing to an Operating Model to Build an Operational Backbone	153
Appendix 2: Assessing Your Building Blocks for Digital Transformation	161
Notes	167
Index	181