



# **Summary: How Digital Is Your Business ? - Adrian Slywotzky and David Morrison: Creating the Company of the Future**

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**Complete summary of Adrian Slywotzky and David Morrison's book: "How Digital Is Your Business?: Creating the Company of the Future".**

This summary of the ideas from Adrian Slywotzky and David Morrison's book "How Digital Is Your Business?" shows why every good business needs to fundamentally re-examine its processes in relation to digital technology. In their book, the authors explain that technology should be exploited to provide more customer information, and to get that information in real time. Additionally, technology can be used to massively increase customer choice and customization options. This summary will teach you that creating a coherent business technology strategy will take time, but it is the best thing you can do for your company.

#### **Added-value of this summary:**

- Save time
- understand key concepts
- Expand your business knowledge

**To learn more, read "How Digital Is Your Business?" demonstrates the importance of digital technology in today's business environment and why you should re-evaluate your strategy immediately.**

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