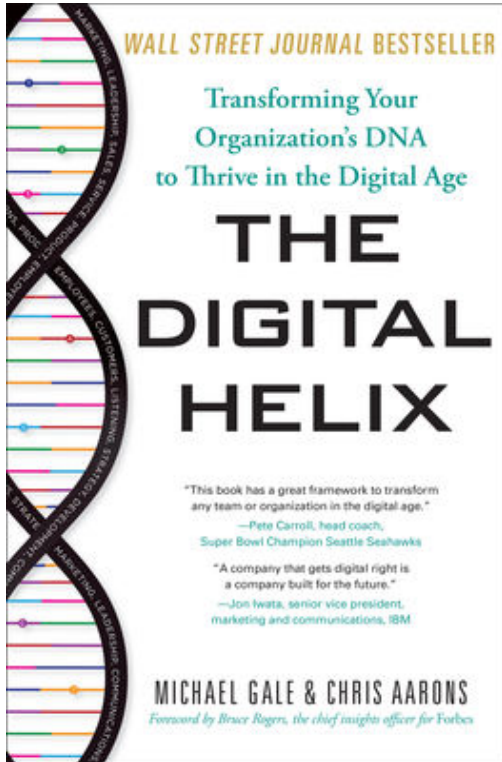


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Thrive in the Digital Age

Digital transformations are everywhere: business to business, business to consumer, and even government to citizens. Digital transformation promises a bridge to a digital future, where organizations can thrive with more fluid business models and processes. Less than 20% of organizations are getting digital transformations right, but these digitally transformed organizations can deliver twice as fast as other organizations, cut OPEX by over 30%, and have seen a near-immediate doubling in brand value. The power to act faster and do it better than before sits at the heart of truly digitally transformed organizations.

In *The Digital Helix*, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization— from the role of the digital-explorer leader in using information to empower the organization to move better and faster to shifts in sales, marketing, communications and

leadership, product development, and service and support. *The Digital Helix* is a practical guide to bringing all the key functions together and includes guidance on developing a digital culture from the ground up—making it part of your company's DNA—and the mindset tools needed to bring your organization into the digital-first age. Creating this digital-first DNA for your organization will allow you to not only embrace the digital age but thrive in it.

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