

The Chief Digital Officer (CDO) Handbook.: Interviews with experts in the field of Digital Transformation. (Digital Expertise)



The Chief Digital Officer Handbook provides CEOs, boards and investors as well as prospective chief digital officers, with case studies, road maps and inside information from some of the worlds leading Chief Digital Officers and Chief Digital Strategy Officers. It is based around a series of interviews with strategic leaders from global brands and organizations about their transformation experiences and take away messages. The interviews make fascinating reading and are specifically designed to uniquely access the knowledge and experience of leading industry experts both in terms of general strategy and specific implementation. There are great insights in competitive advantage, shareholder value, the role in educating CEOs and board, on vision and on the importance of the right sort of technical understanding that allows the right decisions to be made regarding platform and product. There are extensive insights into how to integrate with existing C-Level executives to be perceived to add value rather than create conflict and turf wars, how to be cutting edge while mitigating risk and how to perform long-term planning in an uncertain future. Interviews and insights include Jora Gill CDO of the The Economist, Christian Purser CDO of M&C Saatchi, David Cook CDO of Time Out, Jonathan Sackett formerly CDO at Ogilvy and Mather, Sree_Sreenivasan CDO of the Metropolitan Museum and Columbia University, Laxmi_Wordham of Michael_J_Fox_Foundation Linda Perry-Lube formerly American Museum of Natural History, Shane Norman formerly of Harper Collins, Janet Scardino of Saban Brands (leading sales and marketing, growth and new market expansion Disney, MTV: Music Television, AOL, American Idol and Reuters), James Minter a leading CDO head Hunter and Tim Bourgeois editor at chiefdigitalofficer.net and more.

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