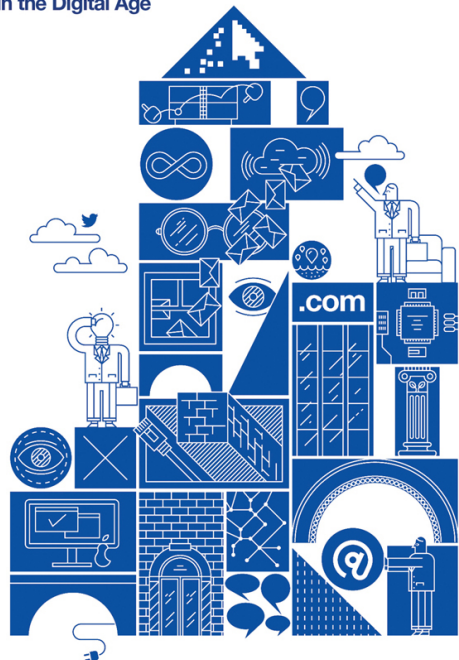




## Reinventing the company

## in the Digital Age



# Reinventing the Company in the Digital Age

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The seventh edition of BBVA's annual series is dedicated to analyzing the key issues of our time, with the objective of helping people understand the forces that are influencing our world. This book examines how the information technology driven revolution is influencing the very foundation of how the great majority of us work and do business.

This is tantamount to discussing how the digital revolution is shaping the future of the economy, society, and our daily lives. To succeed in this new era big organizations that have until now been profitable and able to lead their industry for decades are confronted with the need for radical change.