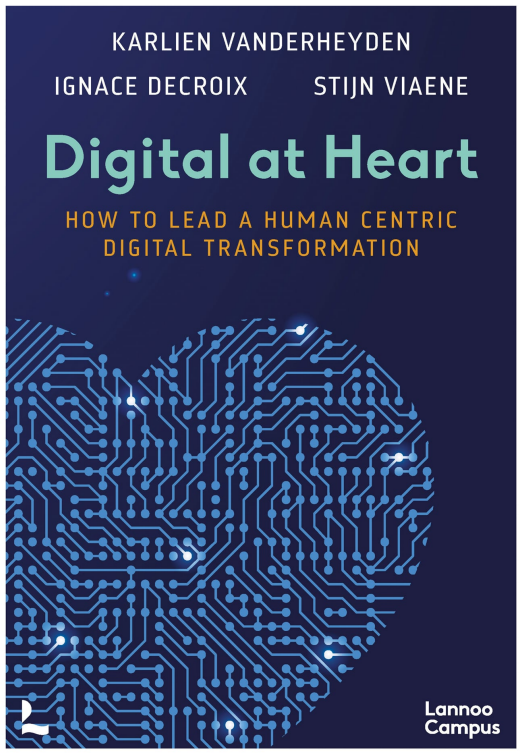
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Digital at Heart

How to lead the human centric digital transformation

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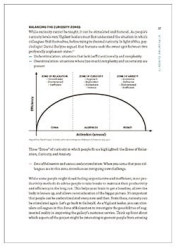
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- A new perspective on the relationship between people and technology
- Accessible text, with examples and reflections based on real world case studies

How to create a successful company-wide digital transformation? Bring all the employees on board. The much-needed digital transformation that organizations and companies have to make often causes tension and uncertainty for many. Besides finding the latest technologies and applying them, it is equally important to streamline internal processes and move the organization to adapt to these new ways of working and thinking. Success largely depends on the willingness of all employees to participate. This book teaches how to place people first in a digital transformation process. It shows how to look at the relationship between people and technology and help everyone get on board.

Stijn Viaene is Professor at Vlerick Business School and KU Leuven. He is Partner and Director of Research Centre for Enterprise Architecture & Digital Design. **Ignace Delcroix** is Associate Researcher at Vlerick Business School and PhD student at UGent. **Karlien Vanderheyden** is Associate Professor at Vlerick Business School and Director of the Research Centre for People in the Smart Digitised Supply Chain.







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