



Leading Digital Strategy: Driving Business Growth Through Effective E-commerce

By Christopher Bones, James Hammersley

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As businesses continue to embrace digital tools and technologies to enhance customer engagement and develop digital channels, executives and leaders must understand the drivers of market success, the opportunities for change, and how enhanced leadership capabilities can help drive digital strategies.

Leading Digital Strategy explains what makes a digital operation successful and explores how to align organizational structure with wider goals and implement a customer-centric culture that supports multi-channel success. It covers key digital developments to help executives understand the consumer and media trends that are driving change.

Including strategies and input from 300 senior executives from major companies, *Leading Digital Strategy* gives readers the power to drive forward digital strategies and realize the lucrative opportunities for change.

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