



Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy

By R "Ray" Wang

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We are no longer an economy of products and services. The digital transformation demands that we focus our attention on experiences and outcomes. Business leaders and their organizations must shift to keeping promises—no matter how their customers interact with them.

But organizations no longer control the conversation. In this era of social and mobile technology, customers, employees, suppliers, and partners are in direct communication with one another. Those personal networks and the brands they're passionate about influence their decision making and their spending.

The workforce has changed too. Employees expect to be able to determine when and how they will work, the technology they'll use, and the values their company will espouse.

Organizations can take part in this conversation only if they recognize how and where it's happening. Resisting these changes will leave executives, managers, and their companies powerless. Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind.

Technology guru Ray Wang shows how organizations can surf the waves of change—how they can keep their promises. Current trends, when taken seriously, require a new way of thinking about business that includes five key areas:

1. Consumerization of technology and the new C-suite
2. Data's influence in driving decisions
3. Digital marketing transformation
4. The future of work
5. Matrix commerce

Digital disruption has changed how we do our work. But by mastering these trends you'll delight your customers with every interaction.

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Editorial Review

Review

2016 Axiom Business Book Gold Award in DIGITAL BUSINESS

“I recommend that every entrepreneur and small business investigate and implement as many of his seven new business force multipliers as possible.” — **Martin Zwilling, AlleyWatch**

“This important, technical book by a guru in the field is a fine contribution to the understanding of the transformation of organizations into digital enterprises.” — **Choice magazine**

“... a quick read to understand the rules and standard operating procedure of the digital world.” — **Times of India**

“In summary, [Richie] Etwaru's (Chief Digital Officer of IMS Health) final recommendation was that all Chief Digital Officers read Ray Wang's new book *Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy*, for help with figuring out how to actually do all the things described in this article.” — **Huffington Post**

ADVANCE PRAISE for *Disrupting Digital Business*:

Tom Kelley, Partner, IDEO—

“Put on your running shoes and get ready to race into the digital future with Ray Wang’s new book. His passion for transformation shows up on every page, along with practical advice on how to keep our brand promises and engage with our customers at scale. Picking up on the urgency of Wang’s message, I read the book cover-to-cover in a single day and now feel better prepared for tomorrow’s challenges.”

Marc Benioff, Chairman and CEO, Salesforce.com—

“Ray Wang assembles the strands of digital DNA that are key to building the successful companies and leaders of tomorrow.”

Ganesh Bell, Chief Digital Officer, GE Power & Water—

“The digital transformation of work, products, and customer engagement requires new approaches and radical transparency. Ray Wang has written the first book that connects all aspects of this transformation. This is the digital leader’s handbook.”

Jim Davis, Executive Vice President and Chief Marketing Officer, SAS—

“Wonder why your company should go digital? Read this book. Ray Wang reveals the heights companies can attain if they embrace a digital mind-set, create an analytics-infused culture, and make data-driven insights the bedrock for business transformation.”

Peter Kim, Chief Digital Officer, Cheil Worldwide—

“Ray Wang sounds an important call for business leaders: disrupt or be disrupted. His expert analysis and entrepreneurial insights provide critical guidance on how to lead, build, and grow in the Information Age.”

Vishal Sikka, CEO and Managing Director, Infosys—

“Ray Wang’s primer on succeeding in the era of peer-to-peer business reinforces that all of technology’s myriad possibilities are converging into one goal: human empowerment. A must-read for leaders seeking to build disruptive businesses that enrich their customers’ lives.”

Neetan Chopra, Senior Vice President, IT Strategic Services, Emirates—

“A digital revolution is under way. Ray Wang has been a thought leader at the epicenter of this revolution. *Disrupting Digital Business* captures the essence of this change and provides some great insights on how to deal with it.”

Clara Shih, founder and CEO, Hearsay Social; Board Director, Starbucks; and author, *The Facebook Era*—

“*Disrupting Digital Business* articulates in simple and compelling terms the new business models, customer promises, and transformational mind-sets required to survive and thrive in today’s digital world order.”

Annalie Killian, Director of Innovation, AMP Limited; founder and Executive Producer, Amplify Festival—

“If you don’t have time to read lots of books on the state of the digital frontier of disruption, read this one. It covers everything you need to know, and it will seriously challenge your thinking.”

David Armano, Global Strategy Director, Edelman Digital—

“There’s no shortage of opinions on the topic of digital disruption, but no one presents the case for change as cohesively as Ray Wang. From establishing authenticity and trust to delivering a brand’s promise at every touch point, Ray uses concrete models and real-world examples to break down how innovative organizations thrive in the peer-to-peer economy.”

Richie Etwaru, Chief Digital Officer, Cegedim—

“Ray Wang makes the case for enterprise change that requires new leadership and new thinking. He explains why change is happening increasingly faster, that it’s unprecedented to see multiple paradigms shifting concurrently, and why digital is embedded in the DNA of change. Reading this book will help you create change that captures value instead of sitting back and watching value be destroyed.”

Perry Hewitt, Chief Digital Officer, Harvard University—

“Leaders in the midst of digital transformation will recognize the challenges represented in these case studies—and gain solid insights on how to manage in a new world of trust and radical transparency.”

Rachel Botsman, founder, Collaborative Lab; coauthor, *What’s Mine Is Yours: The Rise of Collaborative Consumption*—

“Wang provides interesting insights on how to lead through digital disruption and not let it lead you.”

About the Author

R “Ray” Wang is the Principal Analyst and CEO at Silicon Valley-based Constellation Research and author of the popular business strategy and enterprise software blog, *A Software Insider’s Point of View*. Ray, who worked previously at Altimeter, Forrester, Oracle, Ernst & Young, and Deloitte, is a prominent keynote speaker and research analyst working with clients on digital transformation, innovation, customer experience, and decision management. He advises Global 2000 companies on business strategy and technology selection.

Users Review

From reader reviews:

Brian Andres:

Now a day folks who Living in the era where everything reachable by talk with the internet and the resources inside can be true or not need people to be aware of each info they get. How individuals to be smart in obtaining any information nowadays? Of course the reply is reading a book. Examining a book can help persons out of this uncertainty Information particularly this Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy book as this book offers you rich details and knowledge. Of course the details in this book hundred pct guarantees there is no doubt in it you probably know this.

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