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In the book, Rogers argues that “ digital transformation ” is not about updating your technology but about upgrading your strategic thinking. To grow in the digital age, businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value.

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David is known for his pioneering work on digital transformation. He is the author of four books, including his best-selling book “ The Digital Transformation Playbook: Rethink Your Business for the Digital Age, ” published in 9 languages.

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He is author of four books, including “ The Network Is Your Customer, ” and his newest, “ The Digital Transformation Playbook: Rethink Your Business for the Digital Age ” (2016).

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