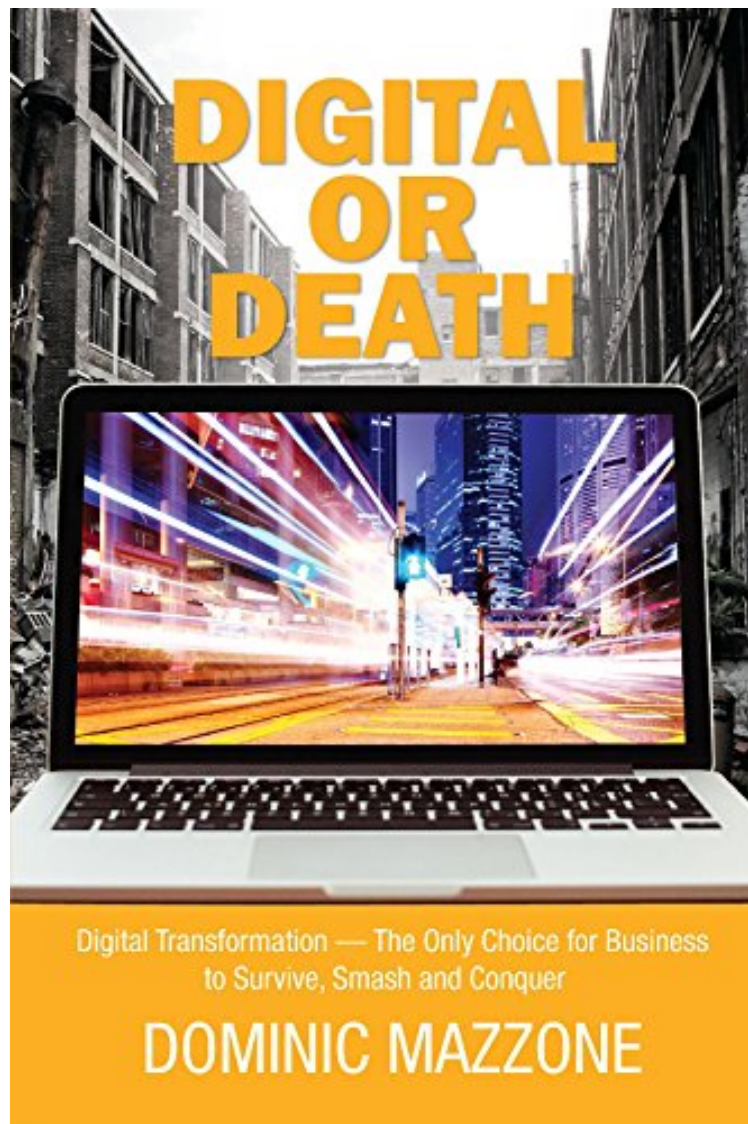


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## Digital or Death: Digital Transformation - The Only Choice for Business to Survive, Smash, and Conquer

*Dominic M Mazzone*

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**Dominic M Mazzone : Digital or Death: Digital Transformation - The Only Choice for Business to Survive, Smash, and Conquer** before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital or Death: Digital Transformation - The Only Choice for Business to Survive, Smash, and Conquer:

1 of 1 people found the following review helpful. Great introduction to Digital Transformation, but more a novel than a guide  
By KubaI really liked the book because it introduces the concept of Digital Transformation with real-life

examples. However, there are no solid and real guidelines on how to transform your company. Instead Dominic writes about the process at a very high level. Having said that, I recommend the book to all who want to understand what Digital Transformation is all about, but it's definitely not a guide on how to achieve it. 0 of 0 people found the following review helpful. Fast read with very good content. As someone who is trying to understand ...By Theresa Covert Fast read with very good content. As someone who is trying to understand Digital Transformation and ways to embed it in my organization, I found this book to be very understandable and thought provoking. 0 of 0 people found the following review helpful. Enlightening and Entertaining By JCI wasn't sure what to expect... I just finished reading this book. It was a wealth of practical insight and encouragement for anyone leading, building, or operating a business that is looking for new ways to insure a digital future. The surprise was how funny and entertaining it was.

Digital or Death is the first book on the world of digital strategy that won't bore you to sleep. It takes an entertaining, highly informative real world approach with enough information and energy to get you inspired to innovate. Dominic Mazzone is part digital guru, part comedian, part entrepreneurial titan. He has the uncanny ability to get you thinking in a way you never have before, while creating the motivation you'll need to succeed. If there was a book that could actually increase your drive and expand the creative part of your brain, this is the one. Here's how Digital or Death will change the way you think: bull; What is Digital Transformation bull; How to avoid being part of the Digital Die-Off bull; The Four Pillars of Digital Transformation bull; How to make Wonder Theory work for you bull; How to smash your industry through Revolution Delivery bull; Why every business needs Dynamic Interaction bull; Make the Strawberry Model and the Christmas Effect part of your business