



# Digital Transformation: The Essentials of e-Business Leadership

*Keyur Patel, Mary McCarthy*

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In view of the spectacular successes of business pioneers such as Cisco and FedEx, there can no longer be any doubt that the future of business is inextricably bound up with the Internet. Written by the top e-business strategists at KPMG Consulting/Metrius, *Digital Transformation* provides executives with a road map for leading their companies through the transition from business to e-business.

Based, in large part, on extensive interviews with those at the forefront of the e-business revolution, *Digital Transformation* cuts through the hype and confusion surrounding doing business on the Internet to reveal the fundamental principles behind the digital transformation currently underway.

- Executives learn from "the source" how to make the transition to a fully Internet-enabled organization
- Includes tips and insights from Cisco CEO John Chambers, Dan Shulman, President of Priceline.com, and other e-business gurus
- Reveals why some companies have been so successful while others tried and failed

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