By Sunil Gupta Harvard Business School

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Driving Digital Strategy (Sunil Gupta) *Reimagining Your Business for the Digital Age* Pandemic as a Catalyst For Reinventing Your Business Top MBA Bookshelf Recommendations #1 - "Driving Digital Strategy" Interview: Søren Røssel and Prof. Sunil Gupta from Harvard Business School *Interview Prof. Sunil Gupta, Harvard Business School, on "Reimagining your business for digital age"* HARVARD BUSINESS REVIEW WITH SUNIL GUPTA *Forecasting Mobile Commerce* Harvard Business Review at Amcham Finland: Driving Digital Strategy with Sunil Gupta *If you're into Digital Transformation, read "Driving Digital Strategy by Sunil Gupta (HBS)* "Reimagining your business for digital age" by Harvard Business School Professor Sunil Gupta Strategy - Prof. Michael Porter (Harvard Business School) McKinsey Case Interview Example - Solved by ex-McKinsey Consultant Rare Speech of Maqbool Butt Shaheed(A Separatist Kashmiri Leader) in 1974 at Mirpur-- Digital Transformation and Strategy - CxOTalk #362 Kashmir ?? ????????? ???? ?? ???? ?????? ????? ?????? ????? ???? Maqbool Bhat ?? ????? (BBC Hindi) Build A Digital Strategy in 5 Steps Afzal Guru ?? ????? ????? ???? ??, ?? ??? ???? ???? ?? ???? Sanjeev Kumar | Hindi Songs | Tihar Jail *Wharton Leadership Lecture: John Sculley, Legendary CEO, Apple, Pepsi-Cola Co.* Michael Porter , Innovation \u0026 Competitiveness (1of 2) ,GCF 2011 - 01 -25 . How to Negotiate Your Job Offer - Prof. Deepak Malhotra (Harvard Business School) *Building a Mobile Marketing Strategy A Glimpse Into A Harvard Business School Case Study Class* Connext 2019 - Opening Keynote Competing in the Age of AI with Harvard Business School Sunil Gupta Exclusive interview on Brandsynario *Søren Røssel presents Prof. Sunil Gupta from Harvard Business School for PwC's Executive Topic Days General Management Program: Up Close with the Faculty Chair The Accidental Professor* By Sunil Gupta Harvard Business

Sunil Gupta is the Edward W. Carter Professor of Business Administration and co-chair of the executive program on Driving Digital Strateg y at Harvard Business School. He served as the head of the Marketing Unit from 2008-2013 and was the Chair of the General Management Program from 2013-2019. Sunil's current research is in the area of digital technology and its impact on consumer behavior and firm strategy.

Sunil Gupta - Faculty - Harvard Business School

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Sunil Gupta - Faculty - Harvard Business School

Sunil is the Edward W. Carter Professor of Business Administration and chair of the general management program at Harvard Business School. He is also the co-chair of the executive programs on driving digital and social strategy and competing on business analytics and big data. More From Sunil Gupta

Sunil Gupta | Harvard Business School Digital Initiative

Harvard Business School professors Sunil Gupta and Thomas Steenburgh offer a way for managers to conceptualize the most effective approach. Key concepts include: Managers are being held to higher standards to justify customer investments, and need to develop greater analytical skill.

Sunil Gupta - Working Knowledge - Harvard Business School

Sunil Gupta is the Edward W. Carter Professor of Business Administration and Chair of the General Management Program at Harvard Business School. His research has won several awards, including the O'Dell Award, and his most recent book, Driving Digital Strategy: A Guide to Reimagining Your Business, was ranked one of the "Top 10 Technology Books of 2018" by Forbes.

Sunil Gupta | Harvard Online Courses

Sunil Gupta is the Edward W. Carter Professor of Business Administration at Harvard Business School. He is also Cochair of the Executive Program on Driving Digital Strategy. Gupta advises and speaks to companies around the world on issues related to digital transformation.

Amazon.com: Driving Digital Strategy: A Guide to ...

In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't.

Driving Digital Strategy: A Guide to Reimagining Your Business

Sunil Gupta is the Edward W. Carter Professor of Business Administration and the chair of the General Management Program at Harvard Business School.

Driving Digital Strategy - Harvard Business Review

August 28, 2018 Sunil Gupta, a professor at Harvard Business School, argues that many companies are still doing digital strategy wrong. Their leaders think of "going digital" as either a way to cut...

Understanding Digital Strategy - Harvard Business Review

From the Harvard Business School Digital Initiative's Future Assembly on April 6, 2018, Sunil Gupta (Harvard Business School) presents "Driving Digital Strat...

Driving Digital Strategy (Sunil Gupta) - YouTube

Edited by Harvard Business School professor Sunil Gupta, this series covers the fundamental concepts and frameworks that business students must learn in marketing. Each Core Curriculum Reading comes with a Teaching Note, exhibit slides, test banks, and a list of related cases and articles. Readings can be adopted individually or together to meet your course's learning objectives.

Core Curriculum: Marketing | Harvard Business Publishing ...

Sunil Gupta's message in a new book is more positive: Digital "presents an endless number of opportunities for companies from traditional industries," he writes in Driving Digital Strategy, published last week. But it starts with reimaging what your business is, who your customers are, and how to engage them using digital technology.

Developing a Strategy for the Digital World - Harvard ...

In "Driving Digital Strategy," Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation...

Driving Digital Strategy: A Guide to Reimagining Your Business

View Sunil Gupta's profile on LinkedIn, the world's largest professional community. Sunil has 4 jobs listed on their profile. ... Harvard Business School, General Management Program (GMP16) HBS ...

Sunil Gupta - Board Member - US Foods | LinkedIn

In his book, 'Driving Digital Strategy', Sunil Gupta, Edward W Carter Professor of Business Administration at Harvard Business School delves on the necessity of this transformation. During his recent visit, he talked to Outlook Business about how some organisations have embraced the new world, while the others seem to be waiting for a miracle.

Sunil Gupta, Harvard Business School On Driving Digital ...

Core Curriculum Readings in Marketing cover fundamental concepts, theories, and frameworks in marketing. For classroom use in higher education, this Reading is accompanied by a Teaching Note, test bank, and exhibit slides. This Reading explores how firms can create value for their customers. The goal of any business is to delight customers by understanding its customers' needs and to provide ...

Marketing Reading: Creating Customer Value | Harvard ...

Sunil Gupta Harvard Business School, 179 Morgan, Soldiers Field, Boston, Massachusetts 02163, sgupta@hbsedu Valarie Zeithaml Kenan-Flagler School of Business, University of North Carolina at Chapel Hill, 4207 McColl, North Carolina 27599, valariez@uncedu Marketing Science Vol 25, No 6, November-December 2006,

[PDF] By Sunil Gupta Harvard Business School

ROSEMONT, Ill.-- (BUSINESS WIRE)--US Foods Holding Corp. (NYSE: USFD) announced today that Sunil Gupta, the Edward W. Carter Professor of Business Administration at Harvard Business School, has...

US Foods Announces Appointment of New ... - Business Wire

Digital Innovation Peloton, Goldman Sachs, and Designing a Digital Strategy In a recent interview, Harvard Business School professor Sunil Gupta talks about going beyond the buzzword "digital transformation" to design a digital strategy that works.

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

Digital transformation is no longer news. It is a necessity. Sunil Gupta, head of the digital transformation practice at Harvard Business School, provides a framework for large organizations to think through where and how to begin their transformation. Traditional boundaries of industries no longer define competition; businesses have to deal with partners who are both friends and enemies; competitive advantage does not come from low-cost or product differentiation strategies; how companies create and capture value is dramatically changing. This book shows how to rethink the four fundamental pillars of business to reinvent business for this new world. Business leaders, Gupta argues, need to reexamine four fundamental aspects of their business to thrive in the digital era--their business strategy, their value chain, their customers, and their organization. The book addresses questions that arise as companies navigate through this transition and provides a road map for this transformation. Filled with rich case studies and deep analysis, it shows how established firms can mitigate the threat as well as leverage the opportunities in the digital era.

What people get out of social media—and how businesses can get more out of it Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. What makes social media so different from traditional media? Answering that question is the key to making social media work for any business, argues Miko?aj Piskorski, one of the world's leading experts on the business of social media. In A Social Strategy, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from social media sites, Piskorski argues that the secret of successful ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to help people interact with each other before they will promote products to their friends or help companies in other ways. Done right, a company's social media should benefit customers and the firm. Piskorski calls this "a social strategy," and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, A Social Strategy provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

A groundbreaking book that boldly claims the key to success in business is not talent, connections, or ideas, but the ability to persuade people to take a chance on potential. No one ever makes it alone. But how come some people can get investors to believe in their ideas while others—sometimes with even better ideas—fall flat? What is it about certain people that make us want to take a bet on them? What is it that makes them backable? As it turns out, it's not what you think. Backability is not driven by having the best experience, the finest pedigree, or the most innovative ideas. In fact, many highly successful people are backed long before they are qualified. We tend to view these people as lucky. But the decision to back them is neither an accident nor a mistake, and rarely the result of good luck. Drawing from his own business experience, countless interviews with some of tech's biggest innovators, and compelling case studies of classic success stories like Howard Schultz and Elon Musk, Gupta breaks down the six qualities of backable people that get others to take a bet on them. Backable pulls back the curtain on the illusive x factor that some people just seem to have and instead offers concrete tools like crafting the right pitch and appropriately scaling a project's vision. Anyone from aspiring entrepreneurs to start up stars can master these skills and jumpstart their next big idea.

What's a customer really worth? Can you find out, without endlesslycomplex modeling? And once you know, what should you do with thatknowledge? Managing Your Customers as Investments has the answers. You'll learn simple ways to get reliable customer value information--ina form you can use. You'll discover how to use it to measure marketingeffectiveness, generate improvements throughout the entire customerrelationship lifecycle, and improve decision-making. Everyone tells youto manage your business around customers. This book gives you the toolsto do it.

"My favorite book of the year."—Doug McMillon, CEO, Wal-Mart Stores Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, The Content Trap is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for The Content Trap "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG "The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—The Wall Street Journal

"a provocative new book" -- The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning--to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples--including many from the most powerful and innovative global, AI-driven competitors--and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

Every organization makes plans for updating products, technologies, and business processes. But that's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company's technology-driven change, the pressure is intense while the correct path forward unclear.Help has arrived! In Driving Digital, author Isaac Sacolick shares the lessons he's learned over the years as he has successfully spearheaded multiple digital transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company's digital transformation. In this thoroughly researched one-stop manual, learn how to:• Formulate a digital strategy• Transform business and IT practices• Align development and operations• Drive culture change• Bolster digital talent• Capture and track ROI• Develop innovative digital practices• Pilot emerging technologies• And more!Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success?

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding

of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!