	Book: Digital @ scale. The playbook you need to transform your company
	Author: Jürgen Meffert & Anand Swaminathan
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	While digital and big-data are buzz-words in the mouths and minds of many corporate strategists, this book is not coming from Silicon Valley. It is a German book which have advantages (less focusing on the marketing aspects) and some drawbacks (lacking some of the interconnecting complexities of fully digitalized environment). Book strong points are related to the two facets of digitalization: a) External: digitalizing means revisiting the whole ecosystems (suppliers, channels, markets, life-cycles, manufacturing and business model) b) Internal: Information strategies, Human resources, product development business-architecture and corporate change. The authors seems to be aiming at medium-big business and how to transform their business models. New business opportunities require holistic change as new technologies enable to deliver impact @ scale.
Some remarkable quotes.	- "Digital Innovation Process (DIP) follows this best practice design principles: a) modularity, b) customer focus, c) Agility, d) efficiency and e) Continuous further development". - Partners…….. stronger together". - "Attract and retain top talent". - "Small teams work best; role in the team should be fluid; collaboration and knowledge sharing are indispensable; allow experimentation and failure, Fuse flexible target and performance metrics and reward makers not managers. - "The digital world demands a new way of thinking ….. speed is of the essence"" - The Best time to market entry; on one hand to prevent competitors stealing a decisive lead, and on the other to ensure the new technology is launched when **customers** are ready for it and when its benefits will trigger strong demand".
Lessons and inspiration.	The digital medium is the message. Digitalization is like the Roman Yannus: The god of beginnings, gates, transitions, time, duality, doorways, passages and endings. Depicted with two faces since he looks to the future and to the past. If your product is not connected and agile it will become a commodity.