



# Digital Transformation: The Essentials of e-Business Leadership

By Keyur Patel, Mary Pat McCarthy

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The future of business is inextricably bound up with the Internet. Written by strategists at KPMG Consulting/Mertrius, this text provides executives with a "road map" for leading their companies through the transition from business to e-business. By using interviews with those dealing with the e-business development, this book reveals the principles behind the digital transformation already underway, and why some companies succeed while others fail.

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### Editorial Review

Language Notes

Text: English

From the Back Cover

**The visionaries at Cisco, CMGI, and other big e-business winners share their insights into what it takes to succeed in the new Internet economy.**

"The journey from business to e-business is not an easy one. You need a good map and an experienced guide. You won't find a better travel companion than *Digital Transformation*. With practical advice and illuminating examples, Patel and McCarthy have written the Baedeker for e-business transformation."

Michael D. Capellas, President and CEO, Compaq Computer Corporation.

"Just when you thought your business or your employer were safe, along came the Internet. If you happen to believe your company or your job is immune to the tumultuous forces of the Internet, think again. This book explains how the Internet will cause as much havoc and change to organizations in the twenty-first century as cobblestones and barricades did in a bygone age."

Michael Moritz, Partner, Sequoia Capital, and Director of Web Van, Google, PlanetRx, X.com, and Yahoo!

"Intelligently written, *Digital Transformation* provides a candid assessment of why some e-business strategies work others don't."

Jeff Raikes, Group Vice President, Worldwide Sales & Support, Microsoft Corporation.

### About the Author

Keyur Patel is the former Chief Strategy Officer for KPMG Consulting and CEO of Metrius, an award-winning e-business strategy, design, and implementation firm. Mary Pat McCarthy is Vice Chair of the Information, Communications, and Entertainment practice of KPMG LLP.

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