



The Digital Innovation Playbook: Creating a Transformative Customer Experience

Nicholas J. Webb

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The Digital Innovation Playbook: Creating a Transformative Customer Experience Nicholas J. Webb
A complete and practical road map to achieving unprecedented business success through digital innovation excellence

In this breakthrough book, world-renowned innovation strategist Nicholas J. Webb uncovers the secrets of the world's best innovators. And what he found is that there is a new phenomenon that he calls "Digital Innovation" which is sweeping the world. In this powerful book, Webb clearly defines innovation as "the process of delivering exceptional value through active listening."

His case studies show how great organizations like Kodak, IndyCar, U.S. Army, and Southwest Airlines have used Digital Innovation to drive colossal success. Webb also discusses how Dell Computers has set up their own Digital Command Center to monitor over 70,000 keywords in over 11 languages to listen, to learn, and to ultimately invent world-class technologies. He predicts that Digital Innovation will replace the term Open Innovation and that ultimately every successful organization in the world will hire a Chief Listening Officer (CLO).

- Demystifies the hyper-complex world of Digital Innovation
- Presents comprehensive case examples of how organizations both large and small have deployed Digital Innovation methodologies to grow both sales and profit
- Shows how organizations are using digital media, Web 2.0, and social media to connect to their customer communities and internal stakeholders alike

With free online training that will help you put theory into practice, *The Digital Innovation Playbook* prepares you to implement a Digital Innovation culture into your corporate life.

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