



The Digital Manifesto: Principles and Practices for Orchestrating an It Value Chain

Frank Zielemans

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The Digital Manifesto: Principles and Practices for Orchestrating an It Value Chain Frank Zielemans This reference introduces six key principles which enable business and IT executives and practitioners responsible for the digitalization of the companies' business model and strategy in technology-driven companies, to improve value realization of investments in information technology, using business IT convergence, business model canvas, agile, and value-based IT management tools.



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