

Tim Bottke

DIGITAL TRANSFORMATION

ARTICOLI SU RIVISTA SCIENTIFICA

BOTTKE T., KEARNS MANOLATOS D., TROILO G.

Do You Really Know The Financial Impacts of Your Digital Transformation?

Harvard Business Review, 20 Aprile, 2023

MONOGRAFIE AD ALTA DIVULGAZIONE

BOTTKE T.

Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments

John Wiley & Sons, , 2022
