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DIGITAL TRANSFORMATION

ARTICLES IN SCHOLARLY JOURNALS

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

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

Harvard Business Review, 20 April, 2023

PRACTICE-ORIENTED BOOKS

BOTTKE T.

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

John Wiley & Sons, , 2022
