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# Digital Mba

**Tobias Bleicker**



## Digital Mba:

**Management in the Age of Digital Business Complexity** Bill McKelvey, Renata Kaminska, Maria Paz Salmador, Nadine Escoffier, 2021-09-07 Management in the Age of Digital Business Complexity focuses on how the digital age is changing management and vastly speeding up complexity dynamics The recent coevolution of technologies has dramatically changed in just a few years how people and firms learn communicate and behave Consequently the process of how firms coevolve and the speed at which they coevolve has been dramatically changed in the digital age and managerial methods are lagging way behind Combining his own expertise with that of a number of specialist and international co authors McKelvey conveys how companies that fall behind digitally can quickly be driven out of business The book has been created for academics seeking to upgrade management thinking into the modern digital age and vastly improve the change capabilities of firms facing digital oriented competition *The Digital MBA* Daniel Burnstein, 1995 Perform better with proven management insights and software tools designed to help solve critical problems The Digital MBA is divided into four parts each covering a specific category of business management Every chapter includes specific business tips and a hands on tutorial for the accompanying software chapters The CD includes special versions of software chosen by The Management Software Association 1 CD ROM

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