



# Leading Digital Strategy: Driving Business Growth Through Effective E-commerce

*Christopher Bones, James Hammersley*

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For a business to thrive competitively in today's marketplace, it needs to have an effective e-commerce channel. Getting it right opens up new markets and opportunities; getting it wrong leads to declining revenues and profitability. To ensure effectiveness, business leaders and decision-makers must understand how e-commerce channels work to make the best strategic choices for their business. Drawing on experience in consulting to large complex organisations and ground-breaking primary research with senior executives from leading corporations, *Leading Digital Strategy* creates a convincing case for action and offers practical strategies, methodologies and models to improve the effectiveness of a company's online offering. It explores how to align organizational structure with wider goals and implement a customer-centric culture. With coverage of the key digital trends, tools and technologies affecting business today, it provides a practical framework for multi-channel success. This book challenges leaders to become as fluent and creative in digital as they are in finance, sales and marketing, and equips them to choose the right strategy and the right people to make it happen. With strategies for improved operational performance and enhanced engagement from senior management, *Leading Digital Strategy* gives readers the power to drive forward effective digital initiatives and realize rewarding opportunities for change.

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