

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

157th Edition September 2020

To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business.

In this issue, I comment on digital transition in organizations and also announce a new e-book on Artificial Intelligence.

Have you or your organization been involved in digital transformation? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing".

Anders Hemre

Going Digital: emerging approaches



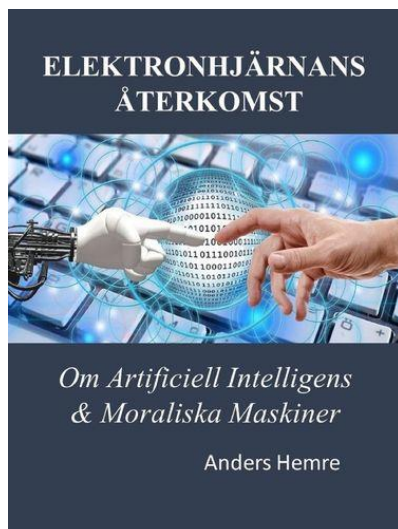
New technologies trigger change. And change needs to be managed. Digitalization has been going on for quite some time and over the years companies have demonstrated varying capacities for digital transformation. In fact, a survey by Forbes has shown that, in the past, as many as 70% of Digital Transformation initiatives have not reached their goals.

Developing new strategies, business models and organizational designs is challenging enough, but managing the actual transition often poses an even greater challenge.

This paper by University of London's professor Feng Li explains how change management applies to digital transformation and identifies three emerging approaches in leading companies:

[Leading Digital Transformation](#)

Reading Tip



We are pleased to inform our Nordic readers of a new e-book by Anders Hemre: *Elektronhjärnans Återkomst – Om Artificiell Intelligens och Moraliska Maskiner*.

It's written in Swedish and available from [Amazon](#) and other e-book stores or direct from the publisher:

<https://www.bod.se/bokshop/elektronhjaernans-aterkomst-anders-hemre-9789179697198>

Läs om att vara människa i en värld full av tänkande maskiner - och om att vara en tänkande maskin i en värld full av människor!

In the Previous Issue

In case you missed the August issue, here it is again:

[Participatory science: The use of citizen scientists](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews: Listening to the experts



Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What the Gurus Say: Brainovation® Interviews 2007-2018](#) (PDF)

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