



Advance Praise for *Future Ready: The Four Pathways to Capturing Digital Value*

“This book is essential for any company on its exciting digital journey, whether just starting out or well along the path. A solid playbook that helps keep everything and everyone focused on this transformative challenge.”

—**Fernando Gonzalez, CEO, CEMEX**

“The digital economy reaches ever more deeply into all aspects of our lives. To adapt and thrive in this new context, companies need to be future ready. This book provides practical guidance for business leaders to assess where they stand today, as well as concrete advice on how they can transition their companies for the future.”

—**Jean-Pascal Tricoire, Chairman and CEO, Schneider Electric**

“The digital future can be full of profound risks and uncertainties, as well as opportunities. *Future Ready* provides remarkable insights, proven blueprints, and clear pathways for positioning companies to take full advantage of what the future brings.”

—**Shamim Mohammad, Executive Vice President, Chief Information and Technology Officer, CarMax; independent member of board of directors, UNFI**

“*Future Ready* is the definitive handbook to achieving superior competitiveness in the digital age. It provides a clear road map to overcoming the inevitable difficulties faced along the transformation journey and an inventory of the attitudes, tools, and skills required.”

—**Sim Tshabalala, Chief Executive, Standard Bank Group**

“Finally, a playbook with tools, metrics, and examples to chart and measure your digital journey! It vividly shows how building digital capabilities, co-creating new experiences, and learning how to create digital value have become strategic imperatives for growth. A must read for leaders who are driving business and technology transformations.”

—**Gail Evans, Executive Vice President, Chief Digital and Technology Officer, Disney Parks, Experiences and Products**

“*Future Ready* is a step-by-step guide through the perilous journey of digital transformation. A must read for any business leader either embarking on or already engaged in the transformation challenge.”

—**Maile Carnegie, Group Executive, Australian Retail, ANZ Bank**

“*Future Ready* is a work of art—and usefulness. It moves from theory to practice and implementation, illustrating best practices by leading firms that have aligned their digital strategy and culture for success. Whether you are in the midst of your digital transformation or preparing for one, this book is required reading for your next phase.”

—**Bernard Gavgani, Group CIO, BNP Paribas**

“*Future Ready* is an insightful and practical guide for competing in today’s digital economy, where instant fulfillment, rapid innovation cycles, nontraditional competitors, and blurred industry boundaries are the new normal. The pathways and capability transformations set out in *Future Ready* will be helpful for senior managers everywhere.”

—**Jonathan Larsen, Chief Innovation Officer, Ping An Group; Chairman and CEO, Ping An Global Voyager Fund**