

# Digital Business looks at key topics of doing business in the 4IR

Dell's *Digital Transformation Index 2020* surveyed over 4000 business leaders globally and reported that eight in ten organisations fast-tracked their digital transformation programmes in 2020. Technology is evolving rapidly and organisational responses to this process of change are forever dynamic and accelerating.



Source: [Unsplash](#)

In *Digital Business*, a new book written by Professor Brian Armstrong, chair of Digital Business at Wits Business School, and Professor Gregory John Lee, a member of the Digital Business team at Wits Business School, the duo provide ample breadth and depth on the key topics of business in the digital era, even as these “live” areas of research are transforming the way we do business every day. The book is a thrilling new text on the fourth industrial revolution and its intersections with business, organisational strategy, digital transformation, and change.

*Digital Business* is relevant and indispensable for managers and members of all types of organisations, business owners, business students, consultants, 4IR experts, government leaders, and others who are affected by the ongoing technological revolution of our age. This version is especially relevant to South African readers, although the nature of the South African economy suggests strongly that local elements could be extremely relevant to other emerging market contexts.

Combining cutting-edge fourth industrial advancements with the timeless wisdom of organisational and management theory, *Digital Business* is neatly structured in five parts comprising twenty chapters:

- Part I offers an introduction to digitalisation and digital business
- Part II expands on the major technologies powering the fourth industrial revolution
- Part III focuses on traditional perspectives of strategy and how the digital era affects these views
- Part IV is a more directed section that unpacks specific topics on strategy in the digital age
- Part V covers topics in digital transformation and change management

*What are the implications for organisational strategy?; Does strategy change fundamentally, or rather adapt traditional*

*thinking and models to new realities?; How do organisations effectively and correctly transform themselves to these forces, in order to thrive in our new realities?*

*These are just some of the questions Professors Armstrong and Lee address with comprehensive boldness.*

*Digital Business is essential reading for our time. It has become practically axiomatic that technology is a pervasive and accelerating influence on organisations, with wide-reaching impacts on every level of management and business function, from product design and customer experience to human resource management, finance and all other areas of organisational functioning.*

*An international edition of Digital Business will be forthcoming for those wishing for a greater emphasis on developed world contexts and illustrations.*

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