

# DIGITAL STRATEGY

**Note:** The following teaching resources do not include functional “digital strategy” courses (such as Digital Marketing Strategy).

## Articles

Avi Goldfarb & Catherine Tucker, “Digital Economics”. NBER Working Paper 23684.  
<http://www.nber.org/papers/w23684>.

Jorge Lopez, “Digital business is everyone’s business,” *Forbes*, May 7, 2014,  
<https://www.forbes.com/sites/gartnergroup/2014/05/07/digital-business-is-everyones-business/#4952ea4b7f82>.

McKinsey Global Institute, “Global Flows in a Digital Age: How Trade, Finance, People, and Data Connect the World Economy,” McKinsey Global Institute, 2014.  
<https://www.mckinsey.com/~media/mckinsey/featured%20insights/Globalization/Global%20flows%20in%20a%20digital%20age/MGI%20Global%20flows%20in%20a%20digital%20age%20Executive%20summary.ashx>.

NFX Team, “The Network Effects Bible”.  
<https://www.nfx.com/post/network-effects-bible/>.

Andrea Ovens, “What is a business model?” *Harvard Business Review*, January 2015.  
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Marshall W. Van Alstyne et al., “Pipelines, Platforms, and the New Rules of Strategy.” *Harvard Business Review*, April 2016. <https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy>.

Hal R. Varian, “Economics of Information Technology”. July 2001.  
<https://people.ischool.berkeley.edu/~hal/Papers/mattioli/mattioli.pdf>.

## Books

Michael A. Cusumano, Annabelle Gawer, & David B. Yoffie. *The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power*. New York: Harper Business, 2019.

David S. Evans & Richard Schmalensee, *Matchmakers: The New Economics of Multisided Platforms*. Boston: Harvard Business Review Press, 2016.

Oliver Gassmann, Karolin Frankenberger, & Michaela Choudury, *The Business Model Navigator: The Strategies Behind the Most Successful Companies*. Harlow, UK: Pearson, 2014.

Sunil Gupta, *Driving Digital Strategy: A Guide to Reimagining Your Business*. Boston: Harvard Business Review Press, 2018.

Marco Iansiti & Karim R. Lakhani, *Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World*. Boston: Harvard Business Review Press, 2020.

Paul Leinwand & Mahadeva Matt Mani, *Beyond Digital: How Great Leaders Transform Their Organizations and Shape the Future*. Boston: Harvard Business Review Press, January 2022.

Vinod K. Jain, *Global Meets Digital: Global strategy for Digital Businesses; Digital Strategy for Global Businesses*. Abingdon-on-Thames, UK: Taylor & Francis, Forthcoming Fall 2022.

Satish Nambisan & Yadong Luo, *The Digital Multinational: Navigating the New Normal in Global Business*. Cambridge, MA: The MIT Press, 2022.

## **Case Studies**

Tawfik Jelassi & Valerie Keller-Birrer, “AccorHotels and the Digital Transformation: A Response to Hospitality Disruptor Airbnb”. IMD Case Study No. [IMD-7-1915](#).

J. Stewart Black, “GE Digital: Racing to Lead Industry 4.0”. HBSP Product No. IN1737-PDF-ENG, 2021.

Noman Ahmed Shaheer Siddiqui et al., “Dropbox: A Digital Firm’s Journey Abroad”. HBSP Product No. W21303-PDF-ENG, 2021.

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