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**Publication Date: July 2019**

## **Why Digital Transformations Fail** **The Surprising Disciplines of How to Take Off and Stay Ahead** By Tony Saldanha

**#1 in Amazon's Hot New Releases Category for Organizational Change**

In his new book, *Why Digital Transformations Fail* (Berrett-Koehler Publishers, 2019, ISBN 9781523085347), expert author Tony Saldanha shows how digital transformations can be made routinely successful. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution. The lines between the physical, digital, and biological worlds are becoming more blurred. This however does not eliminate the fact that 70% of digital transformations fail.

Saldanha explains that failure is not due to technology or innovation itself but in fact comes down to the details. The lack of clear goals and having a disciplined process for achieving them is what leads to failure of digital transformations. In his book, Saldanha lays out a five-stage process for moving from digitally automating processes to making digital technology the very backbone of a company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track.

Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful. Instead of representing an existential threat, it will become the opportunity of a lifetime. The key to success being that a person must disrupt before they are disrupted.

**Tony Saldanha** is president of Transformant, a consulting firm specializing in assisting organizations through digital transformations. During a twenty-seven-year career at Procter & Gamble, he ran both operations and digital transformation for P&G's famed global business services and IT organization in every region of the world, ending up as Vice President of Global Business services, next Generation services. He is an advisor to boards and CEOs on digital transformation and a sought-after speaker.

**Publication date: July 2019, \$28.95, hardcover, 216 pages, 6 1/8" x 9 1/4"**  
**ISBN 9781523085347**