



# The Digital Manifesto: Principles and Practices for Orchestrating an It Value Chain

*Frank Zielemans*

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This reference introduces six key principles which enable business and IT executives and practitioners responsible for the digitalization of the companies' business model and strategy in technology-driven companies, to improve value realization of investments in information technology, using business IT convergence, business model canvas, agile, and value-based IT management tools.

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