

Introduction to the New Edition

When *Winning in the Digital Age* (*WITDA*) was published in 2021, I scarcely imagined the overwhelming positive response it would get. I feel humbled that *WITDA* has received the support of both critics and readers—it has won five Best Business Book awards and has been on the bestseller lists consistently for the past two years.

I believe the success of *WITDA* is owed to the relevance of the topic, the digital age. It is the overwhelming megatrend of our times and impacts all workers, not just ‘techies’ and business professionals. Now the digital age is not static, but a highly dynamic amalgam of multiple technology and business forces at work. For example, in the past two years, many of the trends we had talked about in the original edition of *WITDA* have become mainstream. For example, cloud implementation is becoming pervasive across most industries, data explosion is continuing to gather remarkable momentum, AI adoption has gone mainstream. Generative AI, in particular—in the form of its popular application, a chatbot called ChatGPT—has caught public attention. While most digital technologies are scaling up, there have been some notable reality checks as well. As I had indicated in *WITDA*, the hype around Bitcoin and other cryptocurrencies has dampened, while their underlying technology, the blockchain, continues to make steady progress.

It is this quality of continuous evolution of the digital age which was an indication for me that its story and success mantras need to be chronicled and updated constantly, and it prompted me to pen this new edition of *WITDA*. In this edition, I have made the following notable changes to the first edition.

- Substantially restructuring and supplementation of the first section, ‘New Rules of Business’. I have added a new chapter, ‘Everyone Is Going Digital (and Most Fail!)’, which offers a description of the digital phenomenon. I felt this introduction was especially important for readers who might not have had significant exposure to digital. I have also tried to bring greater clarity to the concept of ‘VUCA’ and the six fundamentals driving the digital revolution.
- In Section 3, ‘Technology Building Blocks of Digital Transformation’, I have included two introductory chapters that outline why problems with digital technology investments are persisting, and then go on to provide a framework for maximizing returns from them. These two chapters provide helpful context for the seven digital technologies that I then go on to explore in this section.
- In Section 5, ‘Transforming the Organization to Win in the Digital Age’, I have enhanced the chapter on the Future of Work – Unlocking the Potential of the Workforce through AI. This is particularly timely, given the ongoing mainstreaming of AI in many industries and organizations.
- Finally, towards the end, I have added a new chapter on how digital provides India a remarkable opportunity for breakthrough growth. I call it India’s ‘Second Independence opportunity’. History has demonstrated that during every industrial revolution, there is a reshuffling of global superpowers. I strongly believe that the digital age, which is the Fourth Industrial Revolution, will instigate a shift in the global order and India will emerge as one of the digital superpowers.

I continue to be super excited about the potential of the digital age and have thoroughly been enjoying studying continuously and chronicling the amazing developments that are unfolding. I hope you enjoy reading the new edition of *WITDA* and appreciate the ways in which it is an improvement over the first edition of the book.