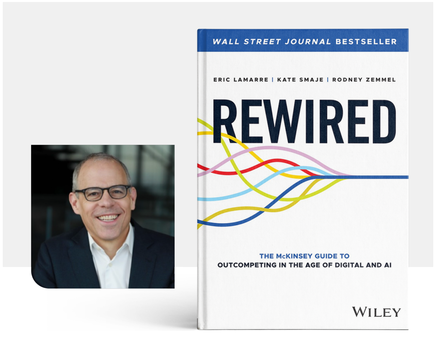
Recommended by Dan Herman, Strategy Director, OgilvyOne UK



Rewired

'The McKinsey Guide to outcompeting in the age of digital and AI'

The book *Rewired* is a digital and AI transformation roadmap. Determining where the value in the organization is and how to map these treasures to transform them by digital and AI applications. The authors, all McKinsey & Company Senior partners, started with the value creation agenda and then decided what talent, tech, data and overall operating model are needed to reach predetermined goals. The book brings a pragmatic approach to business problems with an execution orientation. A continuous journey to compete in the age of AI.

Start reading & listening

The global Reading Club also recommends:



A Business Case for AI

A Leader's Guide to AI Strategies, Best Practices & Real-World applications

The basis is to develop an AI Business Case, which is a strategic model guiding you on your AI journey, making better decisions. You will realize the impact of AI deployment, solving business problems or seize opportunities, faster and far more efficient. The AI Business Case is based on the five pillars of AI readiness: *Data, Culture, Skills, Infrastructure* and *Budget*. In search for High Impact AI Initiatives from which your business can benefit most.

Start reading & listening

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.

30/45 min read | 15/30 min read | 15 min study | 20/30 min listen

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our about page on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

Join as a reader/editor

Coming soon:



Listen to us on Spotify

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

Share this newsletter

Want to change how you receive these emails?
You can update your preferences or unsubscribe

powered by Ogilvy