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Read Les défis de la transformation digitale Quentin Franque & Benoit Zante le livre en ligne PDF EPUB mobi, Des centres de recherche de Pierre Fabre en Occitanie, aux ateliers alsaciens où sont assemblées les lunettes de la startup Sensee, en passant par la Digital Factory de Michelin à Lyon, ou les usines d'Armor à Nantes, une trentaine de dirigeants ont accepté d'ouvrir leur porte à Quentin Franque et Benoit Zante.

Anecdotes, retours d'expérience, vision stratégique, réussites et échecs : ils partagent en toute transparence les enjeux et les défis qu'ils doivent relever au quotidien pour s'adapter à la transformation de leurs métiers et aborder les décennies à venir avec toutes les cartes en main.

En croisant les regards et les perspectives, ce livre dévoile la réalité de la transformation digitale de l'industrie, en donnant la parole à ceux qui sont à la manoeuvre.

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