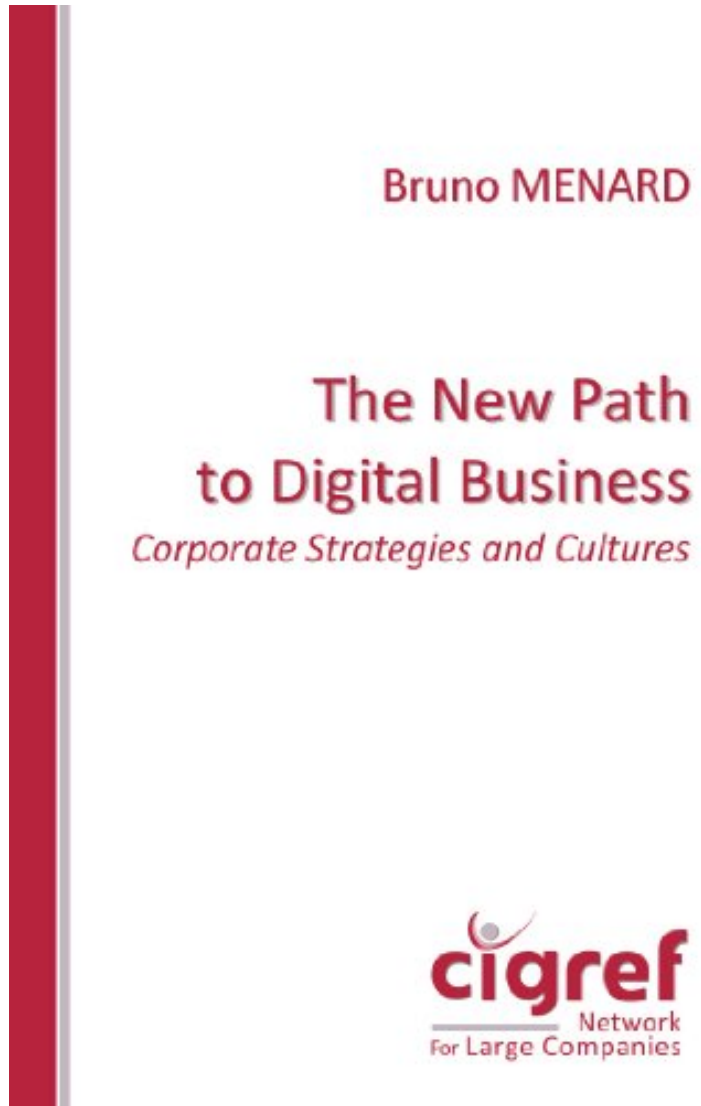


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The New Path to Digital Business: Corporate Strategies and Cultures

Bruno Meacute;nard

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Bruno Meacute;nard : The New Path to Digital Business: Corporate Strategies and Cultures before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Path to Digital Business: Corporate Strategies and Cultures:

"CIGREF is a network of 120 large companies. Its mission is ldquo;To promote Digital Culture as a source of

innovation and performance. On its 40th anniversary, CIGREF presented the ambitions of its 2015 strategic plan concerning Digital Business. This book presents the New Path to Digital Business. It offers our leaders a first view on the company in the digital world, with an interpretative framework encouraging them to act and develop ambitious digital strategies. This is a unique opportunity for innovation and growth in an increasingly competitive global market. Above all it's a matter of re-energising the creation of value-added jobs for our businesses and our future generations. About the author: Bruno Meunard is graduated from the Ecole Supérieure de Commerce de Lille (MBA). He holds a master degree in Finance from the University of Lille and a professional degree in Accounting. Bruno Meunard started his career at sanofi-aventis in 1987. After several positions in France and the USA, he is assigned first in Singapore, then in the Philippines, as General Manager. In 1998, he was appointed as Head of Distribution and Information Systems for the Commercial Operations of sanofi-aventis in France. Since 2001, Bruno Meunard is VicePresident, Information Systems, for sanofi-aventis. He was elected President of the CIGREF on October 9th, 2008.