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Digital transformation through community and relationship building

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Abstract

ABB S.p.A. is an example of how collaborative communities can help shape a cyclic process of identity definition and development. This case will be presented in the workshop to explain how the Twig agency has guided digital transformation through communities, also thanks to the scientific contribution of the university and the development of a broader methodological vision, that has lead them to combine service, marketing, communication and technology in a synergic way.

KEYWORDS: digital transformation, user driven process, participated business development, talent strategy