

Your essential guide to AI transformation

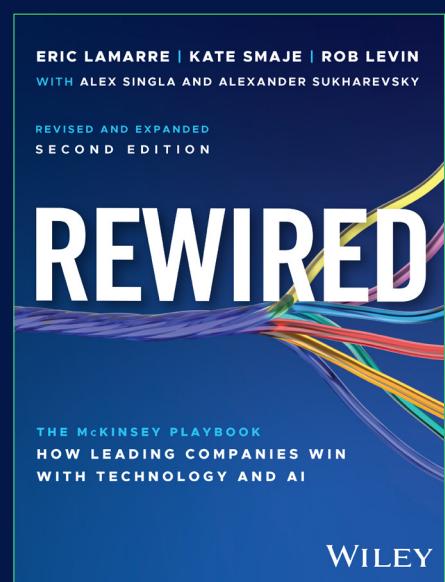
The world's most influential management consulting firm, McKinsey & Company, updates its must-read guide to AI transformation. In the second edition of *Rewired*, five experienced McKinsey leaders deliver an essential update to their widely read guide to planning and implementing AI transformations.

Brand new insights into cutting-edge AI solutions

Discover what it takes to implement the latest solutions at your company—as well as the new economics of digital and AI transformations. You'll learn how to:

- Create a transformation roadmap
- Build and motivate the talent you'll need to execute it
- Create a new operating model
- Develop a technology environment that works
- Embed data throughout your organization
- Incorporate the latest AI technologies
- Incentivize adoption and scaling of your new tools and processes

You'll also discover how to build up the "tech muscles" of your AI transformation leaders, how to choose an operating model that works for you, and how to develop a technology and data capability that can scale for the modern world.



Rewired, 2nd Edition

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WHAT'S INSIDE THE BOOK?

- Expansive real-world case studies and examples of large, reputable companies that have successfully navigated these sorts of transformations
- Comprehensive "how-to" transformation guides and frameworks you can put into practice immediately
- Deep dives into the role of C-suite leadership and working teams, as well as practical guides in implementing the technology shifts required to turn AI into a safe and reliable growth engine

Perfect for the C-suite, managers, executives, board members, and other business leaders, *Rewired* is a must-read playbook for professionals ready to roll up their sleeves and do the hard work necessary to reimagine their company and generate transformational value.



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