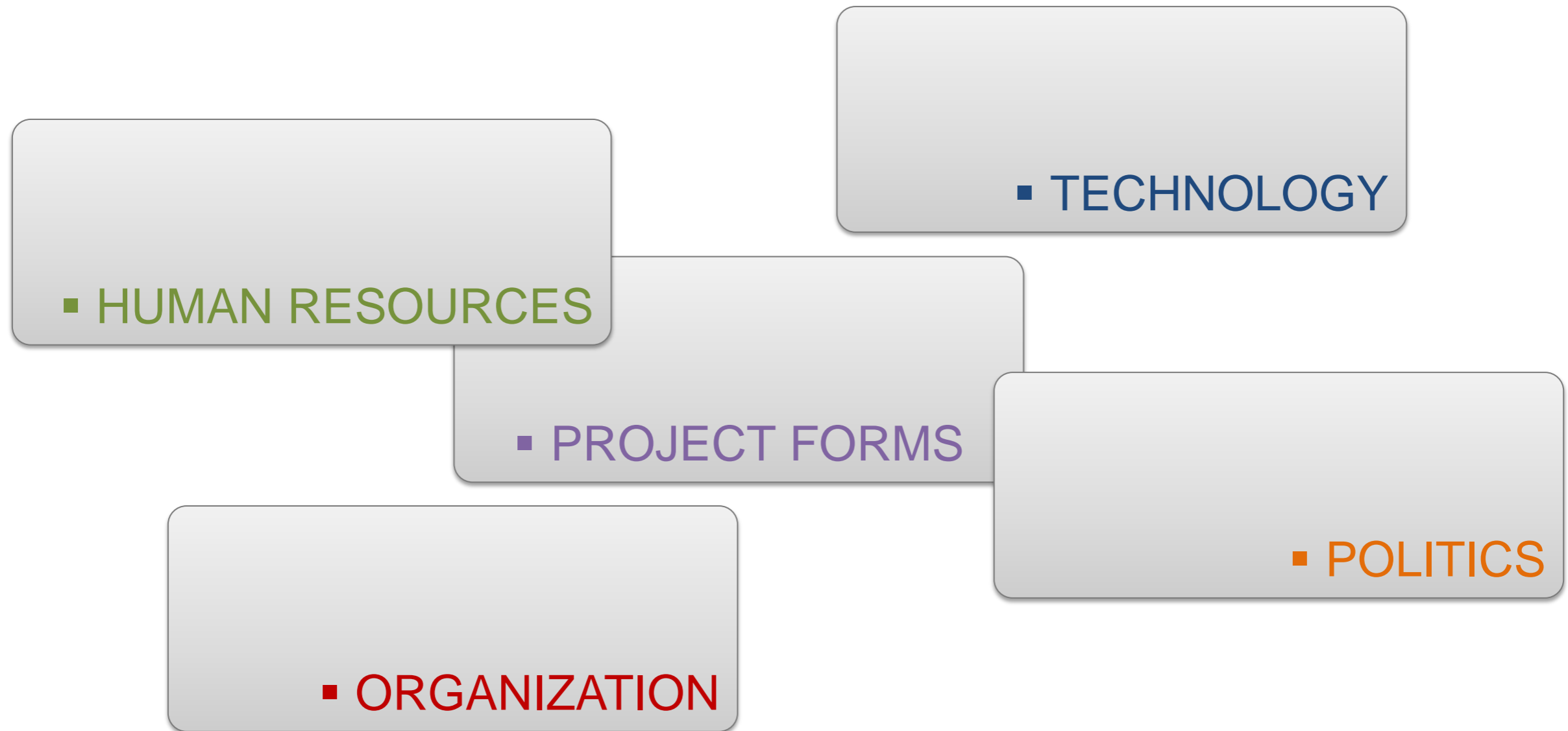




# Digital Strategy

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# Digital Strategy



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# Introduction

„Not even the best of the networks will ever be able to replace interpersonal communication.”

This citation of Erich Lejeune is probably well known.

Let's discuss together about the ***Digital Strategy*** and the fact that without the human factor each strategy will remain sterile and ineffective.

- The digitalization of life is happening at a high pace and not all the social groups are able to take part to it actively.
- With our strategy we are appealing to institutions, organizations, companies, but also to the single person, so that they can face actively the digital challenge.
- In our article we will present the necessary nomenclature with its specific applications.

# Conclusions

In his new novel "Levels of Life" Julian Barnes says:

"Maybe the world does not evolve into a process of growth, but in a constant state of pubertal discoveries."

We'll still make crucial discoveries, because with the ***Digital Strategy*** we are not making the first steps but in a state of constant puberty.

We are on the good and exciting way!