



Digital Lipstick on a Legacy Pig !: A Practitioner's Personal Notes on Digital Transformation

By Vaasu S. Gavarasana

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Digital Lipstick on a Legacy Pig! is a small book, but big on insight. It's a purist take on digital transformation. It is a compilation of personal experiences from the frontlines of digital transformation. The author shares candid reflection of his experiences. The book clarifies the most important concepts and offers a pragmatic approach to digital transformation.

Digital Lipstick on a Legacy Pig! is a must read for the C-Suite and business leaders tasked with digital transformation.

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Editorial Review

About the Author

A former adman, Vaasu Gavarasana is a passionate marketing and digital transformation professional. He stumbled upon the internet in 1994, and since then, has been at the forefront of driving digital innovation and transformation. Vaasu has two entrepreneurial ventures and several entrepreneurial accomplishments under his belt. During his tour of duty in advertising and Yahoo, he positively impacted the many global brands he managed. He melded digital into the overall business strategy. Vaasu cofounded the Asia Content Marketing Association (ACMA) and is on the board of the Wharton Future of Advertising Program. He currently leads digital transformation initiatives at IAG Asia (Insurance Australia Group). Vaasu studied at Yale University, USA. He and his wife, Leena, twin daughters, Valena and Venya, live in Singapore.

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