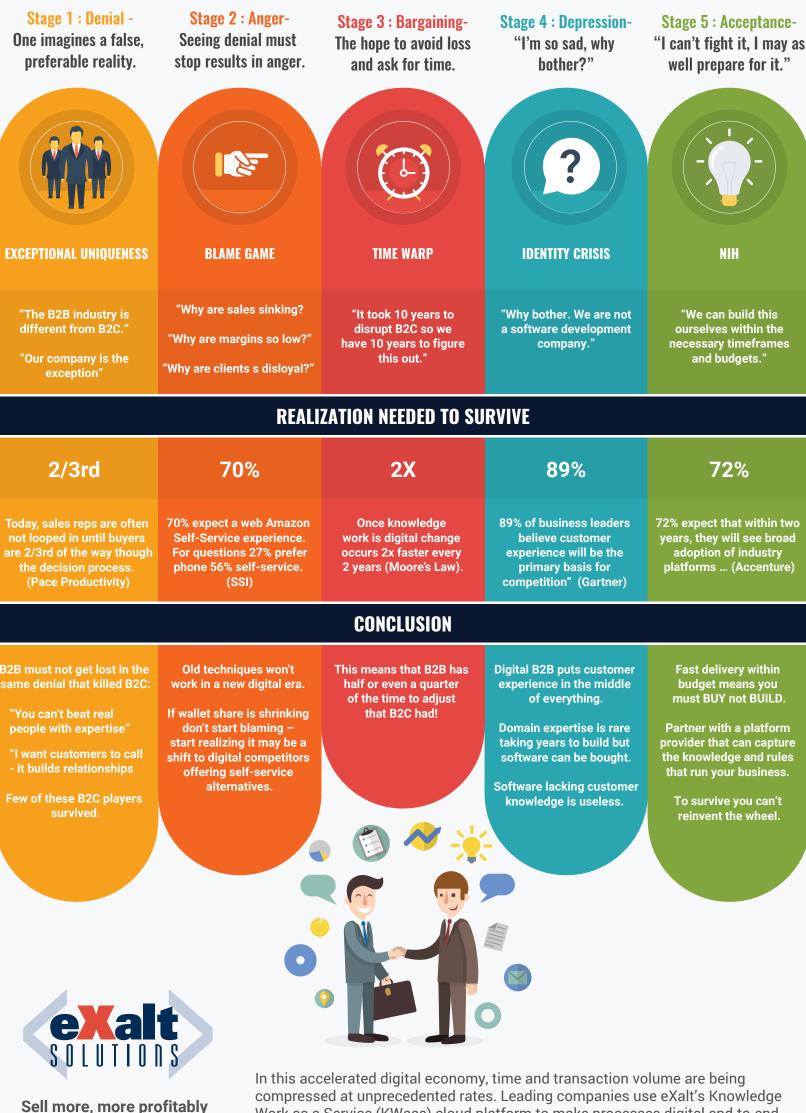
NAVIGATING THE FIVE STAGES OF LOSS IN THE SHIFT TO DIGITAL B2B

Digital is killing B2B as we knew it, causing many executives to react as described Elisabeth Kübler-Ross described in the Five Stages of Loss. This chart helps you to 1) assess where you are in dealing with the shift to Digital B2B and 2) navigate through these stages quickly to avoid the fate of many in B2C.



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Work as a Service (KWaas) cloud platform to make processes digital end-to-end without human touch.