

Alaa Elshimy launches his first book 'The Future is Here'

Passionpreneur Publishing supports global release of the book.



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Dubai, United Arab Emirates Dec 7, 2021 (Issuewire.com) - Passionpreneur Publishing has announced the release of 'The Future Is Here' by International Author Alaa Elshimy via the publishing industry's largest global book distribution networks. The book is anticipated to have an inspiring and profound effect on its target audience.

In this must-read book, Alaa Elshimy shares valuable insights, tools, and techniques to embrace IR4.0

technologies to help organisations stay ahead of the curve, increase their efficiency, compete, and win.

The fourth Industrial Revolution (IR4.0) is the future, and it's clear that companies need to embrace it to evolve. However, CXOs of many large organizations struggle to ease into IR4.0.

'*The Future Is Here*' is a straightforward guide to understanding IR4.0 technologies, the value IR4.0 brings to various industries, and how leaders can implement it to digitally transform their businesses successfully. In the book, author and IR4.0 expert Alaa Elshimy shares a scientifically proven reference architecture and best practices for digital transformation. Though technology is complex, it is something that touches our daily lives in many ways. The author presents technical complexity in a very accessible way using clear, concise logic, with brief summaries of essential technological elements to show how CXOs can use it to their advantage.

The book is now available across the UK, Europe, USA, Australia, New Zealand, and the Middle East. The e-book is available in 25+ online bookstores like Amazon, Kindle, Barnes & Nobles, and in the Middle East.

Testimonials:

"Seamless read through very complex topics in the journey we face as humanity. The book helps assimilate the latest technologies and bring structure to how they merge to serve industries. It provides pragmatic ways to approach the future with reference architectures. A must-read for the leaders of the future!"

– Gergi Abboud,
EMEA South Head of Strategic Customer Program
SAP

"Alaa provides a strong point of view, a powerful framework, and backs it up with excellent use cases to help think through how to deal with IR4.0. This is a very simple but highly relevant read for executives grappling with decisions around what, when, and how of IR4.0"

– Ramkumar B.
General Manager, channel, and alliances
Amazon Web services

About the Author:

Alaa Elshimy is a visionary and futuristic thought leader with more than three decades of industry leadership in established and emerging markets across the Middle East, Africa, and the Mediterranean region. He is an IR4.0 and digital transformation expert, with core expertise spanning diverse industries including oil and gas, utilities, education, aviation, and public sector, as well as technologies including AI, blockchain, 5G, and cloud.

A doctorate scholar, and an alumnus of Harvard, MIT, and London Business School, Alaa has authored many articles on culture, leadership as well as on digital transformation.

About Passionpreneur Publishing:

An indie publisher, [Passionpreneur Publishing](#) successfully helps entrepreneurs and professional experts become International Authors in as little as 90 days.

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