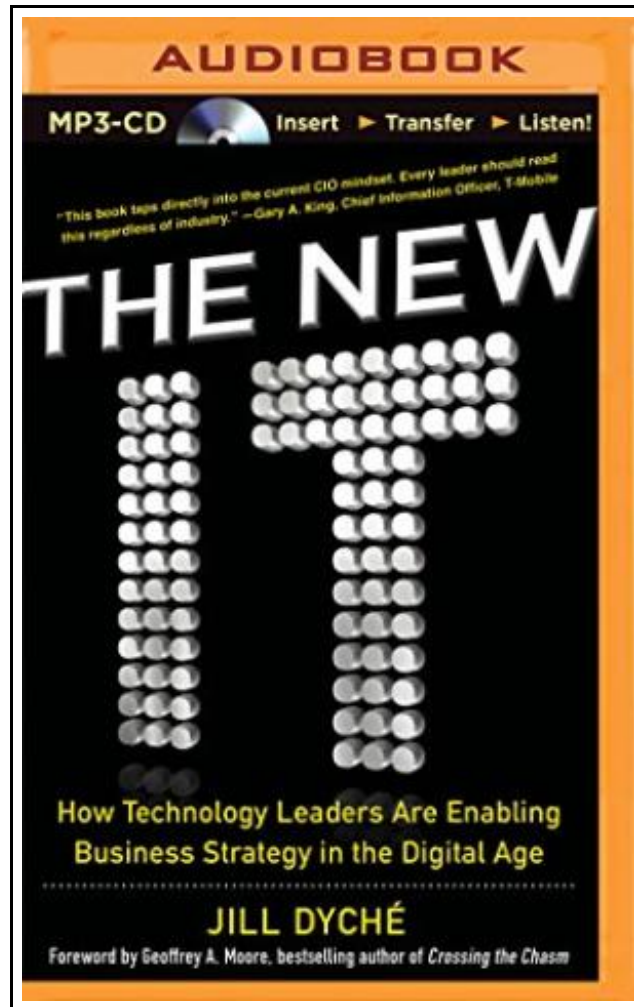


The New It: How Technology Leaders Are Enabling Business Strategy in the Digital Age



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(Norma Carroll)*

THE NEW IT: HOW TECHNOLOGY LEADERS ARE ENABLING BUSINESS STRATEGY IN THE DIGITAL AGE



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McGraw-Hill Education on Brilliance Audio, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 137 mm. Language: English . Brand New. An executive from the world s largest privately held software company shows how to align IT with business solutions to create value, drive strategy, and achieve corporate objectives Blogger, speaker, software executive, and bestselling author Jill Dyche has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: What should we do about shadow IT? She s decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it s time for a manifesto for leaders who recognize and are nervous about the demands of the digital age. Whether you re an executive, department head, or IT manager, The New IT provides an action-ready blueprint for building and strengthening the role of IT in your company and prescribing IT s future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company s culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. The New IT provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You ll hear from major industry pioneers,...

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