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Nota di contenuto	ON TOP OF THE CLOUD: How CIOs Leverage New Technologies to Drive Change and Build Value across the Enterprise; CONTENTS; Foreword; Preface; Acknowledgments; Introduction; A New Business Model; "Thoughtfully Progressive"; Part I: Transformational Leadership; Chapter 1 The Rising Tide; The CIO as Rock Star; Real Stories from Real IT Leaders; Learning from Listening; More Than Technology; The Real Challenge Is Organizational; Leadership Is Essential; Chapter 2 IT Does Matter; Stay Focused on Delivering Value; Replacing the Perpetual Pendulum; Driving the Innovation Agenda It's All a Question of Perspective Chapter 3 The Engine of Innovation; Bringing Innovation to the Surface; Incentivizing Innovation; Chapter 4

Finding the Right Balance; Winds of Change; The Third Bucket; The Closer; Outside versus Inside; Articulating the Value of Technology; Chapter 5 The Customer-Focused CIO; Top Line or Bottom Line?; Driving Business Growth; The Rapid Enabler; Own, Rent, or Both?; Multiple Models; Also Consider the User Experience; Chapter 6 To Cloud or Not to Cloud; Fail Fast, Fail Cheap; A Skunk Works in the Cloud; Weaving the Seamless Tapestry; Part II: Driving Change Chapter 7 In Front of the Firewall Avon Calling; When the Model Fits; Chapter 8 The New Speed of Change; Updating the Mental Model; Innovation under Pressure; The Cloud on Wheels; Campaigning in the Cloud; Part III: Building Value; Chapter 9 Pushing the Envelope; Two Sides of the Same Coin; A Multiplicity of Clouds; Turn of the Tide; Translating "Speeds and Feeds" into Cash Flow; Chapter 10 Entering the Cloud; Governance Is Fundamental to Success; Due Diligence; Taking "No" Off the Table; Afterword; Meet Our Sources; Recommended Reading; About the Author; About HMG Strategy LLC; Index

Sommario/riassunto

Praise for On Top of the Cloud ""21st-century CIOs have a dual responsibility: driving down costs and creating new business value. Managing this seeming dichotomy is the domain of top business executives everywhere, and CIOs everywhere are learning to step it up. The original research contained in Hunter's book serves as a practical road map for IT strategy in today's ultra-competitive markets.""-Randy Spratt, EVP, CIO, and CTO, McKesson Corporation ""This is a thoughtfully written book, and the timing is perfect. Hunter really understands the challenges confronting transformational
