

1. Record Nr.	UNINA9910830022703321
Autore	Muller Hunter <1960->
Titolo	The transformational CIO [[electronic resource]] : leadership and innovation strategies for IT executives in a rapidly changing world // Hunter Muller
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2011
ISBN	1-119-20053-9 1-283-02669-4 9786613026699 1-118-01978-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (274 p.)
Classificazione	BUS063000
Disciplina	004.068/4 658.4092
Soggetti	Information technology - Management Chief information officers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	THE TRANSFORMATIONAL CIO: Leadership and Innovation Strategies for IT Executives in a Rapidly Changing World; CONTENTS; PREFACE; ACKNOWLEDGMENTS; INTRODUCTION; Don't Be Afraid to Change Your Game; What You Need to Know Now about Business Transformation Strategy; The New Yin and Yang of IT; Is Everyone Really a Transformational Leader?; Moving Target; Transformation, Then and Now; Four Steps to Success; Great Things Happen to Great CIOs; An Overhead Smash; A Model for Transformation; 1: Vision and Organization; Bringing the Vision to Life; One Transformation Leads to Another; Going Global Building the Leadership TeamDemonstrating Value; "It's More about the Future"; Maintaining the Momentum; Don't Be Afraid to Inspire People; 2: Culture and Change; Overturning the Status Quo; From Pentagon to Pyramid; Elevated Perceptions; Organic Innovation; Establish the Baseline; Riding Two Horses; Faster and Cheaper; IT at the Scrub Sink; Demystifying IT; 3: Partnering with the Business; Connecting at Multiple Levels; The "Outsider"; Transitioning to Global Leadership; Being Where

the Strategy Is Set; What's Really Important to the Business?; The Age of Immediacy; New Convergence

Unedited Interview with Marc Benioff4: The Art and Science of IT Leadership; A Continuous Process of Engagement; Best of Both Worlds; IT Thought Leadership; A Magical Decision; "Put Yourself in the CEO's Shoes"; Confronting Reality; No Illusions; 5: Mapping Your Future; What I Really Want Is a Business Partner . . .; Get Yourself a Business Mentor and a Coach; Do I Really Need an MBA?; Your Seat at the Table Is Waiting; Are You Sowing Seeds for Success- or Failure?; Managing Expectations; 6: The First 30 Days; Let Everyone Know That You're Organized; Move Quickly and Confidently

Alter PerceptionsTone Matters; Technology Last; Building from Scratch; 7: CIO Evolution; Keeping It Simple; Tight Linkage Ensures Buy-In; Transitioning from Operational to Strategic; 8: The Road Ahead; A Time for IT Leadership; Figuring Out What's Relevant; Hot and Getting Hotter; Challenges and Caveats; The End of "Inside" versus "Outside"; Strategic Sourcing and Business Value; Little Ideas Can Go a Long Way; Let's Get Granular; Don't Chase Low Unit Costs; A Dose of Common Sense; The Last Word; RECOMMENDED READING; ABOUT THE AUTHOR; ABOUT HMG STRATEGY, LLC; INDEX

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#### Sommario/riassunto

"An actionable framework for leveraging technology to create business value, generate revenue, increase profits and improve customer relationships Describing in rich detail the actual processes, framework, and infrastructure required to develop and execute a strategy of continuous change and business transformation, The Transformational CIO focuses on four specific critical objectives where success is imperative. Includes real-world stories and revealing anecdotes from CIOs and IT thought leaders from companies such as Disney, Dell, Shell Oil, Kimberly-Clark, Kaiser Permanente, Computer Associates, Boston Scientific, salesforce.com, General Motors, Pitney Bowes, IBM, Intel, Microsoft, SAS, Procter & Gamble, Ogilvy Worldwide, Scholastic, Stryker, Navistar and the U.S. Tennis Association. Reveals how the modern CIO must become a master of transformation with the knowledge and ability to shift gears in a heartbeat. Considers critical objectives where success is imperative. In simple, straightforward language, The Transformational CIO is an invaluable toolkit enabling CIOs to stay ahead of the competition and seize the opportunities leading to professional success."--

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2. Record Nr.	UNINA9910973557703321
Autore	Verhey Jeffrey
Titolo	The spirit of 1914 : militarism, myth and mobilization in Germany // Jeffrey Verhey
Pubbl/distr/stampa	Cambridge ; ; New York, : Cambridge University Press, 2000
ISBN	1-107-11925-1 0-511-31025-0 1-280-15465-9 0-511-15057-1 0-511-49715-6 0-511-04951-X 0-521-02636-9 0-511-11834-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiv, 268 pages) : digital, PDF file(s)
Collana	Studies in the social and cultural history of modern warfare ; ; 10
Disciplina	940.3/43
Soggetti	World War, 1914-1918 - Germany Militarism - Germany - History - 20th century Nationalism - Germany - History - 20th century Germany Armed Forces Mobilization History 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 239-261) and index.
Nota di contenuto	Introduction: The myth of the "spirit of 1914" -- ; 1. Public opinion in Germany, July 1914: the evidence of the crowds -- ; 2. The response to the outbreak of the war -- ; 3. The "August experiences" -- ; 4. The "spirit of 1914" in the immediate interpretations of the meaning of the war -- ; 5. The government's myth of the spirit of 1914 -- ; 6. The "spirit of 1914" in the discourse of the political parties -- ; 7. The myth of the "spirit of 1914" in German propaganda, 1916-1918 -- ; 8. The "spirit of 1914," 1919-1945 -- Conclusion: the myth of the "spirit of 1914" in German political culture, 1914-1945.
Sommario/riassunto	This book, first published in 2000, is a systematic analysis of German public opinion at the outbreak of the Great War and the first treatment of the myth of the 'spirit of 1914', which stated that in August 1914 all

Germans felt 'war enthusiasm' and that this enthusiasm constituted a critical moment in which German society was transformed. Jeffrey Verhey's powerful study demonstrates that the myth was historically inaccurate. Although intellectuals and much of the upper class were enthusiastic, the emotions and opinions of most of the population were far more complex and contradictory. The book further examines the development of the myth in newspapers, politics and propaganda, and the propagation and appropriation of this myth after the war. His innovative analysis sheds light on German experience of the Great War and on the role of political myths in modern German political culture.

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