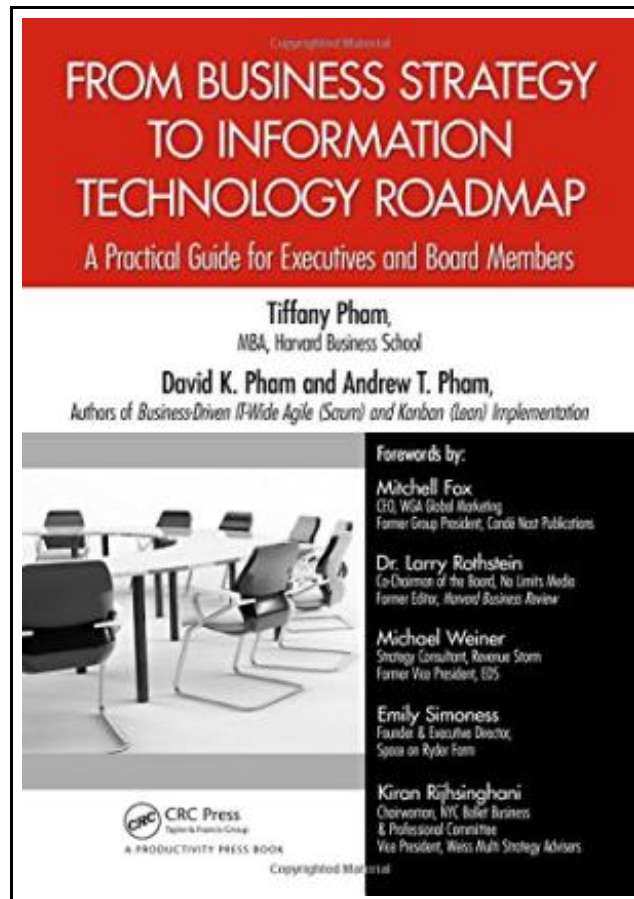# From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members

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Productivity Press, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: From all that I have observed throughout the years, whether as President and CEO of companies or as an industry observer, I know you can only ignore the suggestions of Pham''s book . at your own peril. And it''s a heck of a lot less money than getting this same advice from an expensive team of traditional consultants; it''s faster and easy to implement the ideas in this book; and it will help your company to work more collaboratively and become more innovative. --Mitchell Fox, CEO, WGA Global Marketing, Former Group President, Cond Nast Publications As Co-Chairman of the Board of No Limits Media . and as a former Editor of the Harvard Business Review, I had the great pleasure of reading Tiffany Pham''s book From Business Strategy to Information Technology Roadmap. The book makes a powerful case for the importance of any organization, profit-driven or nonprofit, to deeply connect its strategic thinking with its IT architecture and structure. Pham and her co-authors eloquently lay out their argument in a clear, step-by- step approach that guides the reader through the basics. --Larry Rothstein, PhD, Co-Chairman of the Board, No Limits Media, Former Editor, Harvard Business Review I have very much enjoyed reading this new book and found it very realistic with a very logical and practical approach for how to create the necessary alignment between the business and IT organization. In our competitive world where IT can either be a strategic business enabler for competitive agility and advantage or a hindrance to the same, this book provides an easy to understand, yet profound, approach senior management can readily use. I recommend it to all senior management staff, both business and IT, and believe...

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