

It Savvy What Top Executives Must Know To Go From Pain To Gain

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In "IT Savvy," Peter Weill and Jeanne Ross-two of the world's foremost authorities on using IT in business-explain how non-IT executives can acquire this savvy. Concise and practical, the book describes the practices, competencies, and leadership skills non-IT managers need to succeed in the digital economy.

IT Savvy: What Top Executives Must Know to Go from Pain to ...
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So, having explored the contemporary challenges for business leaders and the always-present 'IT dilemma' they face, and having described a solution – IT savvy – you might ask yourself what you can do to build up your IT savvy? When asked how he stays on top of technology, Coop Centrales' CEO, Massimo Bongiovanni described two key activities: being customer centric in his thinking, and being, curious, open-minded and always scanning for new technologies. He combines these two ...

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IT Savvy - What Top Executives Must Know to Go from Pain ...
IT Savvy: What Top Executives Must Know to Go from Pain to Gain Peter Weill, Jeanne W. Ross Digitization of business interactions and processes is advancing full bore. But in many organizations, returns from IT investments are flatlining, even as technology spending has skyrocketed.

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