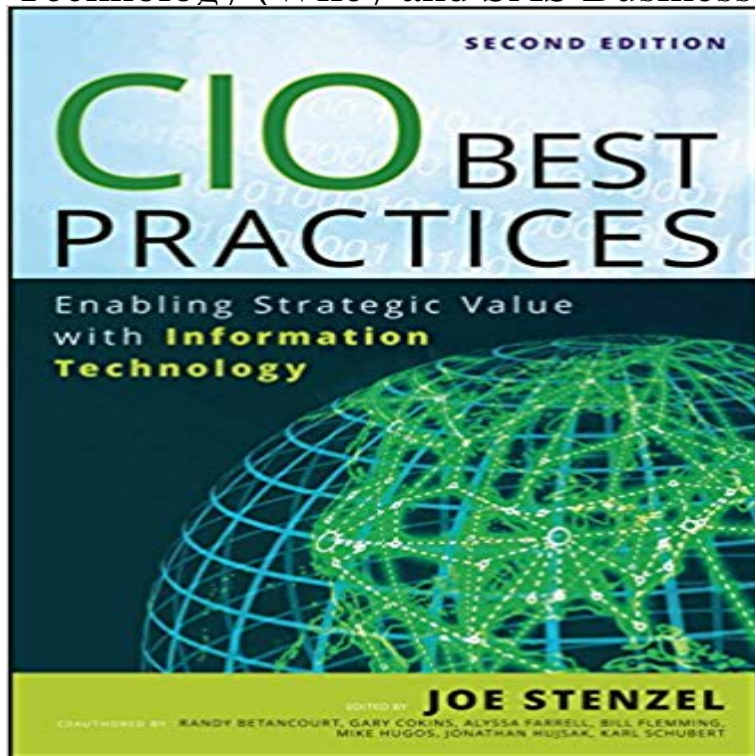


CIO Best Practices: Enabling Strategic Value With Information Technology (Wiley and SAS Business Series)



Enabling Strategic Value with Information Technology Second Edition Anyone working in information technology today feels the opportunities for creating and enabling lasting value. The CIO helps define those opportunities and turn them into realities. Now in a Second Edition, CIO Best Practices is an essential guide offering real-world practices used by CIOs and other IT specialists who have successfully mastered the blend of business and IT responsibilities. Compiled and coauthored by Joe Stenzel, the new edition presents a collection of pioneering and successful senior IT executives including Jonathan Hujak, Bill Flemming, Mike Hugos, Karl Schubert, and Gary Cokins whose insights, drawn from years of practical experience, shed new light on the strategic opportunities available for leadership structures within the IT organization. For anyone who wants to achieve better returns on their IT investments, CIO Best Practices, Second Edition presents the leadership skills and competencies required of a CIO addressing comprehensive enterprise strategic frameworks to fully leverage IT resources. Filled with real-world examples of CIO success stories, the Second Edition explores: CIO leadership responsibilities and opportunities The business impacts of both business and social networking, as well as ways the CIO can leverage the new reality of human connectivity on the Internet The increasingly inextricable relationships between customers, employees, and their use of personal information technologies Emerging cultural expectations and standards outside the workplace Current CRM best practices in terms of the relationship between customer preferences and shareholder wealth Enterprise energy utilization and sustainability practices otherwise known as Green IT with all the best practices collected here, in one

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