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Quotes from Be the Business: ... "Every company is becoming a software company because the products that people are using have some element of software in them," says Jim DuBois, CIO of Microsoft. "This makes the integration between IT and the product organization much more important for disruptive breakthroughs; there is very little that IT or product can do alone." — 0 likes

Be the Business: CIOs in the New Era of IT by Martha Heller

Be the Business: CIOs in the New Era of IT. 2016-12-29. Title: Be the Business: CIOs in the New Era of IT Author: Martha Heller Publisher: Bibliomotion Release Date: 2016-09-27 Pages: 256 . Remember the '70s? Way back then, IT was a mainframe that sat in some room and only a few people had a key. Flash forward a decade, and IT was a limited set of systems irrelevant to the vast majority of ...

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She observes that BE the BUSINESS means "bringing people together who have always thought vertically and asking them to think horizontally. This reflects the increasing (and BRMI-recommended) practice of aligning BRMs to major end-to-end business processes rather than, or as a supplement to alignment by functions, business units or geographies.

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Her new book, Be The Business - CIOs in the New Era of IT is a How-To-Be-A-Great-CIO Guide for experienced and on-the-rise CIOs to play a better game and be ahead of the needs of the entire business. Old world CIOs focus on the support of the business. In today's digital landscape, effective CIOs are taking a lead role at the executive team table and need to be integrated into the goals of marketing, finance, legal, sales and human resources. IT is no longer about support...it IS the ...

Martha Heller: Be the Business - CIOs in the New Era of IT

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