Winning the 3-Legged Race: When Business and Technology Run Together (paperback)

Faisal Hoque, V. Sambamurthy, Robert Zmud, Tom Trainer, Carl Wilson

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Like an old-fashioned three-legged race, the business and technology sides of any company are running today with the left leg of one tied to the right leg of the other. Some companies understand that and run well; some don't. The top
executives interviewed in this book (see overflow page for a partial list) know where competitive leaders are headed.

Winning the Three Legged Race **is the first major output of the new Business Technology Management (BTM) Institute, reflecting insights from world-class experts in industry and academia. It gives enterprise, line-of-business, and IT leaders a powerful framework for optimizing areas critical to producing sustainable value from technology:**
1. Strategy, planning, and management.
2. Technology investment.
3. Strategic enterprise architecture.
4. Governance and organization.

For each area, the authors identify implications for ordered processes, organizational structures, information requirements, and technology. Winning the Three Legged Race introduces the BTM Maturity Model: a breakthrough benchmark for setting priorities and mapping effective change paths. The authors support their framework with up-to-the-minute data, new case studies, executive interviews, and Top 10 Action Lists that empower decision-makers to act--and get results.

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