



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

Gary Cokins, Karl D. Schubert, Michael H. Hugos, Randy Betancourt, Alyssa Farrell, Bill Flemming, Jonathan Hujšák

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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 Hujasak, 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 place
- Best practices for one of the Internet's newest and most revolutionary technologies: cloud computing and ways it is shaping the new economics of business

This practical resource provides best practice guidance on the key responsibilities of the CIOs and their indispensable executive leadership role in modern enterprises of all sizes and industries. It is the most definitive and important collection of best practices for achieving and exercising strategic IT leadership for CIOs, those who intend to become CIOs, and those who want to understand the strategic importance of IT for the entire enterprise.

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