

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

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Companies with IT-savvy managers are 20 percent more profitable than their competitors. 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 ...

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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.

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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 ...

*On becoming an IT savvy CEO*

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