From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members

Tiffany Pham, David K. Pham, Andrew Pham

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Whether you are a CEO, CFO, board member, or an IT executive, **From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members** lays out a practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day basis.

Filled with actionable advice you can use immediately, the authors introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

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