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Driving Digital: Microsoft and Its Customers Speak about Thriving in the E-Business Era

By McDowell, Bob, and Simon, William L, and Ballmer, Steve (Preface by)

HarperBusiness, 2001. Hard cover. Book Condition: New. Dust Jacket Condition: New. First edition. Illustrated. New in new dust jacket. Glued binding. Paper over boards. 256 p. Contains: Illustrations. Audience: General/trade. From the Publisher As a manager in any organization, of any industry anywhere, you've known for a while that your company's strategy and vision had better include technology. If it doesn't, your enterprise will wind up as roadkill on the information superhighway. Now here's a book to help you fully understand how leading organizations are shaping strategy, "driving digital" throughout the enterprise, and selling this new way of thinking to executives and managers who just don't get it. Robert McDowell's *Driving Digital* combines the experience and candor of a Microsoft Corporation vice president to show why technology is no longer just a tool. He shows how it can become a driving force in today's workplace--an essential core of any business plan--and shares the secrets of how to make it happen in your company. In his ten years at Microsoft, McDowell has seen successful companies combine business strategy with technology. In *Driving Digital*, he offers an insider view of the pitfalls and payoffs of...

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