



Technical Impact: Making Your Information Technology Effective, and Keeping It That Way

Al Kuebler

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"This new Amazon bestselling 4th edition of Technical Impact will provide you with four things:

1. Proven ways to make the contribution of the IT function as beneficial as possible to the business it serves;
2. Proven ways to ensure that the IT function is fully recognized for the positive impact it has on business performance;
3. Enough explicit examples to instill confidence that these approaches are doable in any IT organization; and,
4. Advice on how to get started, even though you have no buy-in except your own.

The collective application of these lessons has an important outcome: an IT function that is continuously improving its effectiveness to the enterprise.

More importantly, the book explains how IT professionals and business managers can use collaboration, communication and persuasion to do that.

More than technology, it is about continuously improving IT-business relationships through active interest, involvement and initiative. Unlike the ever-changing world of technology, these principles do not change.

Technical Impact is intended for IT professionals and business managers who wish to make their IT management function more directly responsive to the businesses they serve.

It will also give IT professionals insight into ways to make their IT career last and make it count, remain enthusiastic about their contributions and improve their sense of accomplishment and reward."

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