Harvard Business Review on Aligning Technology with Strategy

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If you need the best practices and ideas for unleashing technology's strategic potential--but don't have time to find them--this book is for you. Here are eight inspiring and useful perspectives, all in one place. This collection of HBR articles will help you:

- Clarify corporate strategy with your IT department

- Fund only IT projects that support your strategy

- Transform IT investments into profits

- Build one technology platform for your entire organization

- Adopt new technologies only when their best

practices are established

- Use analytics to make smart decisions at all levels

of your company

- Integrate social media into your business

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